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UNITED STATES TELEPHONE DIRECTORY COLLECTION

PRESERVATION MICROFILMING PROJECT

U.S. TELEPHONE DIRECTORY COLLECTION: REEL CONTENTS CALIFORNIA

MICROFILM NUMBER (o) 90/5004 MicRR

White Pages and Yellow Pages for:

LOCALITY: SAN LUIS OBISPO COUNTY (Includes Adelaida to Templeton) February 1945

THRU

SAN LUIS OBISPO COUNTY (Includes Adelaida to Templeton) January 1949

(Note: See targets preceding White Pages and Yellow Pages for full listing of cities covered.)

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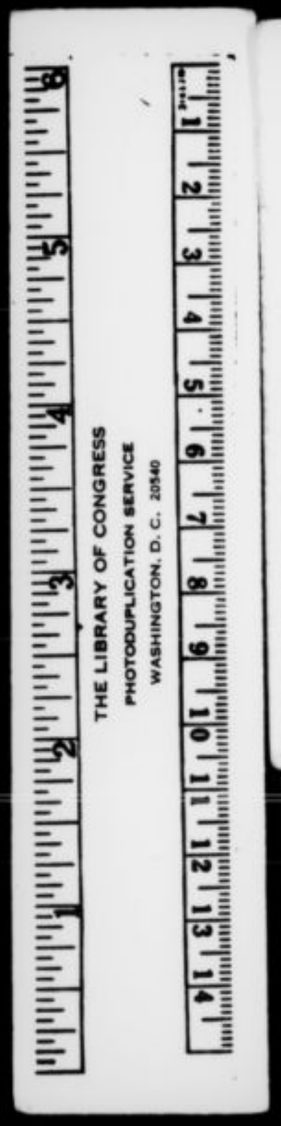
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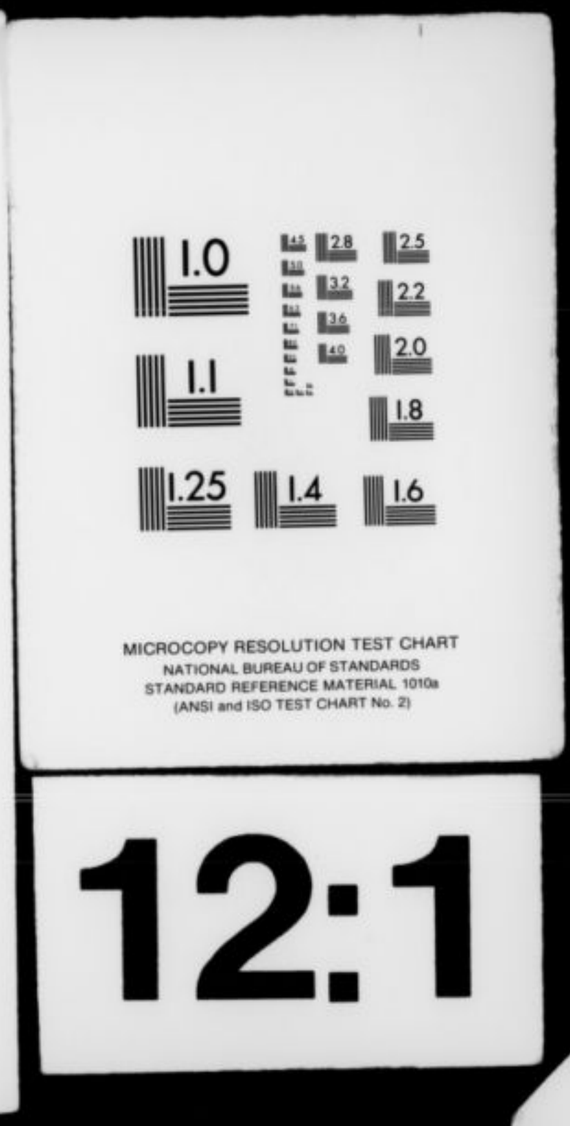
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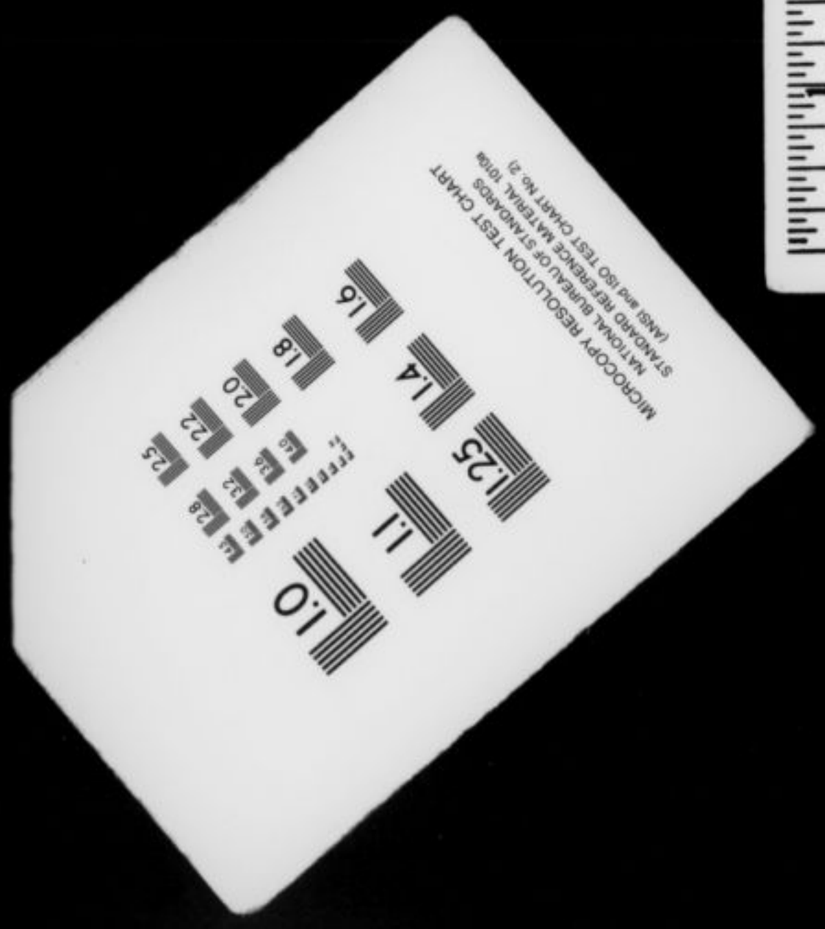
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CALIFORNIA TELEPHONE DIRECTORIES

WHITE PAGES

LOCALITY: San Luis Obispo

YEAR: February 1945

SAN LUIS OBISPO COUNTY TELEPHONE DIRECTORY

FEBRUARY 1945

THE PACIFIC TELEPHONE and TELEGRAPH COMPANY

SEE INTRODUCTORY SECTION FOR EMERGENCY CALLS, AND OTHER IMPORTANT MATTERS

THE LIBRARY OF CONGRESS
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WAR CALLS COME FIRST

▶ Long Distance telephone lines are crowded these days with war calls. These calls are urgent. We know you want them to have the right-of-way. Ordinarily we'd meet such a rush of calls by building new lines. But, with materials gone to war, that's impossible now. That's why we're asking your cooperation to speed the calls of war.

HERE'S HOW YOU CAN HELP

▶ Leave the wires clear for war traffic by making only vital long distance calls to the War Busy centers.

Your cooperation and your understanding are helping us to do our part to bring Victory closer.

Some Rates to Out-of-Town Points

NIGHT AND SUNDAY RATES APPLY FROM 6 P. M. TO 4:30 A. M. AND ALL DAY SUNDAY

RATES ARE FOR 3 MINUTES (on Station-To-Station Calls of 25 Cents or Less, 5 Minutes)

Federal Tax is not included in the Rates

From SAN LUIS OBISPO to:	Station-to-Station		Person-to-Person	
	WEEK-DAYS	NIGHTS AND SUNDAY	WEEK-DAYS	NIGHTS AND SUNDAY
Arroyo Grande, Calif.	$ .10	$ .10	$ .15	$ .15
Atascadero, Calif.	.15	.15	.20	.20
Bakersfield, Calif.	.65	.35	.80	.60
Bradley, Calif.	.35	.35	.45	.45
Cambria, Calif.	.25	.25	.30	.30
Cayucos, Calif.	.20	.20	.25	.25
Fresno, Calif.	.70	.35	.85	.65
Hanford, Calif.	.65	.35	.80	.60
Hollister, Calif.	.75	.40	.90	.65
King City, Calif.	.50	.35	.60	.55
Los Alamos, Calif.	.35	.35	.45	.45
Los Angeles, Calif.	.90	.50	1.15	.75
Merced, Calif.	.85	.45	1.05	.70
Modesto, Calif.	.90	.50	1.15	.75
Monterey, Calif.	.75	.40	.90	.65
Morro Bay, Calif.	.10	.10	.15	.15
Mountain View, Calif.	.90	.50	1.15	.75
Nipomo, Calif.	.20	.20	.25	.25
Oakland, Calif.	1.00	.60	1.35	.95
Oxnard, Calif.	.75	.40	.90	.65
Palo Alto, Calif.	.95	.55	1.25	.85
Pasadena, Calif.	.90	.50	1.15	.75
Paso Robles, Calif.	.20	.20	.25	.25
Pismo Beach, Calif.	.10	.10	.15	.15
Porterville, Calif.	.75	.40	.90	.65
Sacramento, Calif.	1.10	.70	1.45	1.05
Salinas, Calif.	.70	.35	.85	.65
San Diego, Calif.	1.20	.75	1.60	1.15
San Francisco, Calif.	1.00	.60	1.35	.95
San Jose, Calif.	.90	.50	1.15	.75
San Mateo, Calif.	.95	.55	1.25	.85
Santa Barbara, Calif.	.60	.35	.75	.60
Santa Cruz, Calif.	.85	.45	1.05	.70
Santa Margarita, Calif.	.10	.10	.15	.15
Santa Maria, Calif.	.25	.25	.30	.30
Santa Rosa, Calif.	1.15	.75	1.55	1.15
Santa Ynez, Calif.	.40	.35	.50	.50
Selma, Calif.	.70	.35	.85	.65
Stockton, Calif.	.95	.55	1.25	.85
Templeton, Calif.	.20	.20	.25	.25
Ventura, Calif.	.70	.35	.85	.65
Visalia, Calif.	.70	.35	.85	.65
Watsonville, Calif.	.80	.45	1.00	.70

From PASO ROBLES to:	Station-to-Station		Person-to-Person	
	WEEK-DAYS	NIGHTS AND SUNDAY	WEEK-DAYS	NIGHTS AND SUNDAY
Arroyo Grande, Calif.	$ .30	$ .30	$ .40	$ .40
Atascadero, Calif.	.10	.10	.15	.15
Bakersfield, Calif.	.65	.35	.80	.60
Bradley, Calif.	.15	.15	.20	.20
Cambria, Calif.	.20	.20	.25	.25
Cayucos, Calif.	.15	.15	.20	.20
Fresno, Calif.	.60	.35	.75	.60
Hanford, Calif.	.55	.35	.65	.55
Hollister, Calif.	.65	.35	.80	.60
King City, Calif.	.35	.35	.45	.45
Los Alamos, Calif.	.50	.35	.60	.55
Los Angeles, Calif.	.95	.55	1.25	.85
Merced, Calif.	.75	.40	.90	.65
Modesto, Calif.	.80	.45	1.00	.70
Monterey, Calif.	.65	.35	.80	.60
Morro Bay, Calif.	.20	.20	.25	.25
Mountain View, Calif.	.85	.45	1.05	.70
Nipomo, Calif.	.40	.35	.50	.50
Oakland, Calif.	.95	.55	1.25	.85
Oxnard, Calif.	.85	.45	1.05	.70
Palo Alto, Calif.	.85	.45	1.05	.70
Pasadena, Calif.	.95	.55	1.25	.85
Pismo Beach, Calif.	.30	.30	.40	.40
Porterville, Calif.	.65	.35	.80	.60
Sacramento, Calif.	1.05	.65	1.40	1.00
Salinas, Calif.	.60	.35	.75	.60
San Diego, Calif.	1.20	.75	1.60	1.15
San Francisco, Calif.	.95	.55	1.25	.85
San Jose, Calif.	.80	.45	1.00	.70
San Luis Obispo, Calif.	.20	.20	.25	.25
San Mateo, Calif.	.90	.50	1.15	.75
Santa Barbara, Calif.	.70	.35	.85	.65
Santa Cruz, Calif.	.75	.40	.90	.65
Santa Margarita, Calif.	.15	.15	.20	.20
Santa Maria, Calif.	.40	.35	.50	.50
Santa Rosa, Calif.	1.05	.65	1.40	1.00
Santa Ynez, Calif.	.55	.35	.65	.55
Selma, Calif.	.60	.35	.75	.60
Stockton, Calif.	.90	.50	1.15	.75
Templeton, Calif.	.05	.05	Not Quoted	
Ventura, Calif.	.80	.45	1.00	.70
Visalia, Calif.	.60	.35	.75	.60
Watsonville, Calif.	.70	.35	.85	.65

See also Inside Back Cover for rates from ATASCADERO and ARROYO GRANDE.

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San Luis Obispo County Telephone Directory

FEBRUARY 1945 ISSUE

Copyright, 1945, by The Pacific Telephone and Telegraph Company

Listings of subscribers in the Cities, Towns and Communities shown on page 3 are included in this directory.

EMERGENCY CALLS

Call or Dial the listed number of the emergency service desired.

For your convenience, spaces are provided below for you to write in the Emergency numbers of your community.

FIRE CALL_____ **POLICE CALL**_____ **AMBULANCE CALL**_____

OR . . . } Call or Dial Operator and say { **"I WANT TO REPORT A FIRE"** / **"I WANT THE POLICE"** / **"I WANT AN AMBULANCE"**

Give the ADDRESS where the emergency exists and the NAME of the CITY OR TOWN, and an attempt will be made to connect you with the required number.

FEDERAL BUREAU OF INVESTIGATION For the Telephone Number or Address Call "Information"

SERVICE AND OUT-OF-TOWN CALLS

	From NON-DIAL Telephones ASK FOR	From DIAL Telephones DIAL
INFORMATION (For numbers not in this directory)	"Information"	Operator and ask for "Information"
REPAIR SERVICE (To report a telephone out of order)	"Repair Service"	Operator and ask for "Repair Service"
ASSISTANCE ON CALLS	"Supervisor"	Operator
BUSINESS TRANSACTIONS (Orders for Telephone Service, Payments, etc.)	"Business Office"	Operator and ask for "Business Office"
CALLS TO OUT-OF-TOWN POINTS	"Long Distance"	Operator
TIME OF DAY (The charge for "Time of Day" is the same as the charge at your regular rate for any other local call.)	"Time"	Operator and ask for "Time"

PERSONAL TELEPHONE LIST

NAME	TELEPHONE NUMBER

When exchanging for a New Directory, PLEASE TEAR OUT THIS PAGE, verify the numbers and transcribe to New Directory.

DIALING

LOCAL CALLS

1. Obtain the correct number from the latest issue of the telephone directory. If the listing is not found, please call "INFORMATION".
2. Do not dial out-of-town numbers.
3. Listen for the dial tone.
4. Dial the digits of the number from left to right.
5. Remove finger and let the dial return freely after each digit is dialed.
6. If a mistake in dialing has been made, replace the receiver and dial the numbers again.
7. If, while dialing, another party has come on the line, replace the receiver for a moment and dial the number again; otherwise a wrong number may result. If, before you start to dial, you hear the dialing of another party, announce the interruption, replace the receiver and make your call later.

PUBLIC TELEPHONES

Instructions are posted on or near telephone instruments. Please report any service difficulties or coin collection error to the operator. A charge will not be made on calls which are not completed.

TONES AND SIGNALS

DIAL TONE—A continuous hum, the signal to start dialing.

RINGING SIGNAL—A "burring" tone repeated at regular intervals.

BUSY SIGNAL—A steady "buzz-buzz" tone.

TO CALL ANOTHER TELEPHONE ON YOUR PARTY LINE

To ascertain the telephone number of a party on your line call or dial "REPAIR SERVICE".

MORRO BAY—To call another party on the same line, dial the code "9", followed by the last digit of your number and then the last digit of the called number and replace the receiver. Your telephone bell will ring. When ringing stops begin conversation. If no answer is received after a reasonable period, stop the ringing by momentarily lifting the receiver.

DIRECTORY FACTS

COPIES OF THIS DIRECTORY

Use of an out-of-date directory interferes with good telephone service, as each new issue contains many changes in numbers and listings.

Simply as a matter of good service, the Telephone Company retains ownership of telephone directories.

ERRORS

Every effort is made to make the directory as accurate as possible.

The Company, however, assumes no liability for damages arising from errors or omissions in the making up or printing of its directories.

DIRECTORIES OF OTHER CITIES

Telephone directories of other cities may be consulted at our Business Office.

If you desire any copies, they may be obtained at an additional service charge by arrangement with the Business Office.

OTHER MATTERS

IDENTIFICATION OF EMPLOYEES

Employees of the Company are supplied with identification cards. If you doubt the right of a person to represent himself as an employee of this Company, please call the Business Office.

RATES

Rates and practices included in this directory are based upon those in effect at the time this directory was closed for printing and are subject to such changes as may be made from time to time.

ATTACHMENTS TO TELEPHONES

In the interest of good service, please do not use any devices on telephone equipment except those furnished by the Company. The devices claimed by agents to eliminate noise, to destroy germs, etc., are usually detrimental and interfere with good service.

OUT-OF-TOWN CALLS

STATION-TO-STATION CALLS

—When you will talk with anyone who answers at an individual line or party-line telephone or private switchboard.

Station-To-Station Calls are placed by calling Long Distance or dialing Operator and telling the operator who answers the city or town you want, the out-of-town telephone number, if you have it, or the name and address under which it is listed.

PERSON-TO-PERSON CALLS

—When you want to reach a particular person, or a particular extension telephone or department connected through a private switchboard.

Person-To-Person Calls are placed by calling Long Distance or dialing Operator and telling the operator who answers the city or town, the out-of-town telephone number, if you have it, or the name and address under which it is listed, and the name of the person, the extension telephone number or department you want.

COLLECT CALLS

Upon request, the charges on calls to most points within the Continental United States, and to Alaska, Canada, Cuba, Hawaii, and Puerto Rico, may be collected at the called station.

COMMUNITIES INCLUDED IN THIS DIRECTORY

Adelaida
Arroyo Grande
Atascadero
Avila
Avila Wharf
Cambria
Camp Roberts
Camp San Luis Obispo
Cayucos
Circle M Ranch No. 2
Hacienda
Morro Bay
Nipomo
Oceano
Pacific Valley
Parkfield
Paso Robles
Pismo Beach
Salmon Creek
San Luis Obispo
San Miguel
San Simeon
Santa Margarita
Shandon
Shell Beach
Templeton
U. S. Lighthouse Station
Willow Springs
Maintenance Camp

PERSONAL TELEPHONE LIST

NAME	TELEPHONE NUMBER

When exchanging for a New Directory, PLEASE TEAR OUT THIS PAGE, verify the numbers and transcribe to New Directory.

SAN LUIS OBISPO
ALPHABETICAL
TELEPHONE DIRECTORY

FEBRUARY 1945

J. E. Gooding, Manager

A

Abad Ted r 176 Brook....2609-J
Abel John W r 2524 Broad....2048
Abel K J r 375 Chorro....1758
Abell Alma r 529 Sandercock....1266-W
Ace Cab Co 1034 Monterey....162
Acme Quality Paint & Wall Paper Store
862 Monterey..1397
Adams Francis L r 882Mission....1767
Adams H B r 567 Mitchell Dr....2397-J
Adams Helen 964Chorro....2992
Adams L L Westside Auto Parts Co 1229 Monterey..908
Adams Lloyd E r 970 Snta Rosa....1689-W
Adams Oil Co tiber lease Pismo Rd....417-J
Adams Thos E r 1320 Nipomo....1040-W
Adams Thornton G r 1133 Palm....2097
Adler Charles J r Broad&Islay Rd....819-M
Adler Frank r 1721 Johnson....586-W
Adler Sam J r 1317Palm....172
Adler Wholesale Co 1301 Carmel....260
Agricultural Conservation Assn of Sn Luis Obispo
County Higuera....1378
Albert Harry Jr r 311 Grand....1018-M
Alberti A r Los Osos Rd....12-F-21
Alberti Estee r Osos Rd....22-F-3
Alberti Plinio J r Edna Rd....13-F-3
Alderman Eva J r 1050 Pismo....695-J
Alderman W E r Foothill Blvd....107-W
Alexander Margaret r 1140 Upham....238-R
Allen Albert r 1252 Monterey....2755-R
Allen Florence r 1234 Stafford....634-R
Allen Geo L r 856 Upham....1017
Allen Glen r 1711 Broad....642
Allen J H r 1604 Monterey....796-R
Allen Mitchell W Shadow Arts Studio 1036 Chorro..431
Residence 710 Ida....1842-W
Allen Starlin r 130Grand....2342-J
Alley James M Pastor r 1411 Palm....520
Allison R H r 567 Marsh....1167-W
Al's Brake Service 711 Marsh....2234
If no answer call....2206
Al's Brake Shop 1175Monterey....1384
Al's Richfield Service Station 316Higuera....2682
Alves J r 310Higuera....1647-W
Alviso M T Mrs r 2009 Broad....1027-W
Amapola Club 861Palm....1975
American News Company 783 Marsh....2199
Amundson A C r 1212 Garden....550-W
Anders Max K r 2530Lawton....2704-M
Anderson A J r 1519 Toro....1346-J
Anderson Barber Shop 953 Monterey....1216
Anderson Carmel Mrs r 1792 Conejo Dr....1695-W
Anderson E r 1640 Higuera....662-W
Anderson F G r 1345 Broad....247-R
Anderson George W r 577 N Broad....557-W
Anderson Gus r Murray Av....474-J
Anderson H B r 1438 Nipomo....142-W
Anderson Harry D r 546 Mitchell Dr....746-J
Anderson Henry H r 1265 Buchon....2677
Anderson Hotel Monterey....902
Anderson Hotel Beauty Salon 963Monterey....964
Anderson Howard R r Crandall Wy....2519-W
Anderson J L r 532 Dana....1375
Anderson J M r 2302 SBroad....1645-W
Anderson J Q Mrs r Edna Rd....6-F-3
Anderson Lucy r 76 Grand Av....1622-R
Anderson M E r 447 Pismo....169-W
Anderson Mary A r 730Park....821
Anderson Mary Lois r 1167 Islay....856
Anderson R K r 1060 Church....137-J
Anderson Robert E r 2056 Chorro....2803-M
Anderson S M r 1028 Islay....571-M
Anderson Walter Mrs r 781 Ida....1842-J
Andrade Joseph G r....1-R-4
Andre J J r 415 Dana....306-M
Andre Joseph r 862 Islay....467-J
Andrews Don r 1833 Loomis....1227-R
Andrews E L r 1239Mill....1612-M
Andrews Geo H r 1930 Monterey....366-W
Andrews Hotel 901 Osos....317
Dining Room 901 Osos....317
Andrez Edw M r 667Monterey....1280-W
Angelini James r 970 Mill....500-M
Angeloni P J Modern Family Laundry 1313 Broad..304
Anholm Chris r 486 Lincoln Av....224-W
Anholm Geo r 235 Chorro....538-W
Anita Frocks 758 Higuera....2794
Annabelle Smoke Shop 190Higuera....1927
Anway Ruth r 803Walnut....2633-M
Anziani Ceaser r 1003 Buchon....296-R
Arbini Frank r 926 Branch....2081
Arcaina Cery r 834 Palm....2412
Archer Hugh J r 1421 Osos....451-W
Armstrong C L r 575 Islay....529-J
Armstrong J W r 1215½ Peach....2226-J
Armstrong James r 1906 Chorro....2893-W
Arnold H R r 1469 Lizzie....1808-J
Arnold Marvin E r 728Mission....2588-J
Arnot Elizabeth r 1363 Mill....1829-R
Arnson Ethel r 1426 SBroad....952-W
Arrowhead & Puritas Water Inc 1028 Chorro....11
Arsenio J T r 1042Foothill....2170-J
Ashbaugh A A r 464 Buchon....2638-W
Ashbaugh Chas V r 124 Stenner....2736
Asmussen D r 1076 Pacific....1204-J
Associated Oil Co distr sta Orcutt Rd....727-W
Associated Oil Serv Stn Marsh&Higuera....1972
Associated Oil Service Sta 1108 Monterey....1497
Aston Frank C Mrs r 1554 Palm....383-R
Aston Photo Shop 733 Higuera....251
Atha W F r 1147Leff....2532
Atkinson Bailey r 1483 Mill....2585-J
Atkinson E H Farmer's Automobile Inter-Insurance
Exchange 1009 Higuera..697
Atkinson E H r 1924 Hope....1014
Atkinson Glenn M r 1026Chorro....2854
Attwood Philip B r 954 Murray Av....2459-M
Auchmutey W E Ch WO r 1341Palm....1434-M
Aunker B H r 762 Toro....2925-R
Austin Lawrence Mrs r 1865 Monterey....234
Austin Lenore Mrs r Morro....2877-W
Austin Merl r 453 NBroad....1053-W
Austin's Confectionery 868 Monterey....86
Auto Club of So Calif 1134 Monterey....1480
Avila Grocery Avila....8-J-1
Avila M F r 1443 Osos....862-J
Awalt Albert r 1083 George....963-W
Awalt Frank L r 680 Leff....2451-J
Awalt Thos H r 234 NBroad....527
Awalt W H Mrs r 1218 Nipomo....447-W
Azevedo John J r 301 N Broad....2173

B

B&B Cash Market Pacific&Higuera....987
B & H Drug Store 899 Higuera....530
Babcock Kathryn Mrs r 219 Price....408-R
Babitz Milton r 504 Hathway....1281-J
Bachino D J r 1845 Morro....441

Bachino P r 669 Palm....1562
Bachino & Stockird Ins 740 Higuera....393
Bagnaschi L r Edna Rd....17-F-2
Bailar John C r 130 Hutton....1025-M
Bailey Annie L Miss r 1060 Mill....2191-W
Bailey C W Sgt r 1259Palm....1184-W
Bakeman Melvin G r 277Pismo....536
Baker G Wesley r 1557Palm....2889-J
Baker Jacqueline r 1220½ Mill....1475
Baker Mabel Mrs r 1515 Snta Rosa....140-J
Baker Pearl E Mrs r 1340-2d....2560
Baker & Roberts Cash Market 839 Marsh....21
Baldridge Clara r 858 Center....224-M
Baldwin Mark D r 1025 Leff....2423
Ball David r 1316-1st....2168-J
Ball Lillian Mrs r 1428Beach....2084-R
Ball Rollin r 205 N Broad....935-J
Ballard Helen Miss r 1343-1st....1231-M
Ballesteros M J r 166 Chorro....1529-M
Bank of America National Trust & Savings Association
Higuera..146
Banks' Radiator & Battery Repair Shop 1011 Toro..2184
Barba Henry r 2038 Chorro....2730-W
Barcellos F J r 1253 Peach....192-R
Bardin J A r 278 Snta Rosa....1291-M
Bardin Maude E r 540 N Broad....1149-J
Bargent Thomas r 1128 Pismo....2604-W
Barlogio Charles r 1443 Murray Av....732-J
Barlogio James r 486 Marsh....864-W
Barlow Irvin L r 663Pacific....141
Barlow Joel L r 663Pacific....141
Barnard Josephine G Mrs r 1550 Higuera....1697-R
Barneberg Grace r 550 Dana....427-W
Barner H Earle Mrs r 406 Dana....306-W
Barnet William A r 1224Buchon....2174
Barnett Ivan T r 683Mitchell....1293-M
Barr Ivan r 282 Snta Rosa....2756-J
Barre A H r Irish Hills....2-F-21
Barre August r 1276Bond....1150-R
Barre E F r Los Osos Rd....1164-J
Barrett Cecil W r 1 California Blvd....793-W
Barrett J E r 2350 Johnson Av....1499-J
Barrett Victor G r 237 High....2494-R
Barrios J W r 2490 Lawton....1888-M
Barrios Joe r 776 Palm....2636-J
Barrios Louis r 1015 Olive....1296
Barthomew J r 1440 Marsh....941-M
Bartle Ira B Dr r Monterey Hts....287
Bartlett G E r 2470 Lawton....2531-R
Bartlett Mabel Wallace Mrs r 1145 Buchon....1327-J
Bassetti Teresina r 795 Lincoln....599-J
Bassi Amelia M r 998Mill....1247-W
Bassi Margaret E r 1446 Nipomo....952-J
Batchelor Claud H r 428High....201-M
Bateman Alynette r 530GrandAv....1882
Bauer Harry N r 615 Grove....2031
Bauer Herbert Dr r 1606 Johnson....572
Baumann Ben S r 1123 Pismo....1196
Bavena R A r 360 Chorro....2633-W
Bay A A r 1439 Upham....2789
Bay's Market Marsh....2180
Beaugrand Fred Ely r 970 Chorro....775-W
Beaute Art Salon 1121 Chorro....324
Beaver Mildred r 1341 Osos....1233-J
Beck Carl G r 611 Park....1077-M
Beck Geo P r 520 Higuera....307-W
Beck Kenneth S L O County of Surveyor&Engineer
Court House..788
Residence 1352 Higuera....292
Becker H D feed California Blvd....587
Residence California Blvd....587
Beckwith George I r 231 Beebee....2692-M
Bedau Hugo A Hugo's Western Shops 840Monterey..620
Bee Hive Restaurant 887 Monterey....283
Beecham R H r Osos Rd....242-M
Beechwood Aut-O-Tel 74 Higuera....911
Beeler W A r Foothill Blvd....1211-J
Beffa Ida Mrs r Osos Rd....12-F-13
Bekins Van & Storage Co Agency 737 Marsh....19
If no answer call....820
Bell Charles r 1645Hillcrest....2017-W
Bell Cornelia Kemper 1304 Pacific....1852
Bell Walter W Capt r 937 Murray....2836
Belleh R P Camp Fremont GuestaGrade....12-J-2
Bello Garage & Machine Shop 1234 Broad....116
Bello H J r 1635 Hillcrest Pl....279
Bello J N Mrs r 679 Monterey....1280-J
Bello J V r 857 Branch....1075-J
Bello Louis D r 758 Center....1651-M
Belloni O J r 1504 Snta Rosa....1395
Belloni's Grocery 1638 Osos....463
Bender Margaret H W Mrs r 466 Dana....413-J
Benedict Alice Mrs r 663 Woodbridge....2239-W
Benner George r 1900 Fixlini....1289-J
Bennett Agnes Mrs r 1312 SntaRosa....1668-W
Bennett E S r 649Church....2418-W
Bennett Frances N Highway....2881
Bennett J V r 1068 Pacific....540-J
Bennion Lyman L r 1010 Peach....1160-R
Benny's Cafe 1057Monterey....2922
Beno Marjorie L r 990 Mill....2332-W
Bergk Anita J Mrs r Vachell Ln....410
Bergquist Walter r 1136 Upham....1313-J
Berkemeyer Charles r 891 Mill....1087
Berkemeyer J B r 865Morro....795
Berkemeyer Joseph B r 1350 Marsh....9
Berkemeyer Market 1021 Chorro....8
Berman M H r 1117 Islay....1626
Bernard Grace R r 1026 George....2523-W
Bernard T W r 1325Breck....2706
Berrington Z W Majr 79 Benton Wy....612
Berry Edward r 1614 Snta Rosa....1662-J
Berryman P C Jr r Johnson Av....2545-W
Berta Regina r 1034 Mill....874
Berta's 860 Monterey....745
Bertolazzi Dina r 540 Buchon....411-J
Bessette Edwin H r 1153 Islay....1786
Best Edw W r 1954 Chorro....1826-J
Bettencourt A J r 520 Marsh....284-J
Bettencourt Antone John r Edna Rd....1765
Bettencourt Lorraine A r 183 Stenner....764-W
Bettencourt Mary Mrs r 607 Woodbridge Av....2771-W
Bettencourt Richard r 183 Stenner....764-W
Better Plumbing Co 1126 Chorro....1383
Bettiga Elizabeth r 1450 Haskin....1764-W
Biaggini Guido r 902 Rachel....2613
Bianchi Rosalie G r Bianchi Ln....611-W
Bianchini Bob r Ferrini Rd....440-M
Biddle Geo C r 1544 Palm....1390
Biddle P r 559 Pismo....375-W
Biersack Edw H r 323Grand....2571-W
Biggs Cora L Mrs r 1051 Buchon....1134-M
Billie's Toy & Baby Shop 856 Monterey....2628-W
Bill's Sandwich Shop 850 Marsh....99
Binder A J Wineman Hotel Higuera....1800
Binder A J r 88Kentucky....2615-W
Binns P V r 1245 Ella....2024-W
Bird Mary r 1020 Peach....1108-J
Bird R L r 1407 Nipomo....119-J
Birra Hilda r 776 Mill....1478-M
Birra O W r Foothill Blvd....1865
Bishop H L r 1836 Garden....2172
Bittick A r 1902 Chorro....381-W
Bittinger Eugene J r 840 Grove....2465-W
Bjurman Paul T r 209Rincon....2233-J
Black Wm J r 1020Leff....1899-W
Blackburn Howard C r 2105 Broad....2608
Blackstone Hotel 844 Monterey....840
Blaine R H r 439MitchellDr....746-R
Blair Roy S r 2605Broad....2559-M
Blake Beatrice r 237Beebee....1177
Blaness Gladys J r 1335 Broad....2329-W
Blodgett Charles O r 529 Hathway....2064-J
Blodgett Harry E r Rincon Dr&Foothill Blvd....2761
Blomquist Louis r 1516 Mill....446-W
Blue Bell Coffee Shops 978 Monterey....1930
Blue Bell Motel S Highway....1754-W
Bode Henry r 519 High....1457-R
Boling D H r 618 Sandercock....2805-W
Bollinger Louella M r 1411 Marsh....1031-R
Bolton A C r 860Buchon....2232
Bolton Henry C insurance 1013 Chorro....1875
Bond Carl J r 865 Morro....2734
Bond J F r 1725 Broad....524
Bond L J r 756 Snta Rosa....204-R
Bonetti Alvin r French Rd....2177-M
Bonetti Ellis r 1613Garden....2322-W
Bonetti F r Pismo Rd....3-F-12

Bonetti M r 1414 Snta Rosa....862-W
Bonifas Isaac Mrs r 790 SntaRosa....2925-J
Bonillas Mable r 148 N Broad....2824
Bonini Filippo r 903 Sandercock....1245-M
Booth Bros auto dealers 1103 Higuera....174
Borah Harry G r 378 Chorro....268-R
Borba Mary F Mrs r 540Branch....2692-W
Borchard Jean r 1124 Nipomo....1203-W
Boriack Bros Garage 874Monterey....1469
Boriack John r 1590 Murray Av....1579
Boriack William r 158Chorro....2281-R
Borlandelli Charley r 1809 Broad....1685-R
Borlandelli Mary M r 1809 Broad....1685-R
Bottini Virginia r 236 Story....955-R
Bovee D r 1845 Johnson....323-J
Bovee&Daniels Daniels&Bovee 647Higuera....1335
Bovee E M r 1626 Hillcrest....1262-R
Bovee Fred M UniversalAutoPartsCo 969 Monterey....1418
Bovee Fred M r 470 Snta Rosa....1891-J
Bowden Chas r Lizzie....671-J
Bowden Charles Jr r Lizzie....2047
Bowen J H r FoothillBlvd....242-W
Bowlby J R Sr r 878Morro....2598
Bowlby Marjorie r 1433Toro....736-M
Bowls W E r 389 N Broad....1351-W
Bowman Dorothy L r 1151Murray....1525-W
Bowser G W r 119 Beebee....2230-W
Boxing Arena San Luis Obispo Athletic Club Morro Rd....2618
Boy Scouts of America 790 Monterey....2220
Boyce J Earle accountant Bank of America Bldg....886
Boyce J Earle r 1741 Corralitos....350
Boyd A E r 342 Sandercock....2494-W
Boyle Bessie S r 1511 Osos....1542-W
Boysen Peter r Foothill Blvd....265-R
Boysen Raymond r Osos....2-F-22
Bradbeer W S r 149 SntaBarbaraAv....2159
Bradbury E R r 1604 Morro....2289
Bradbury Howard M Jr Capt r 1218Bond....2842
Bradbury R M Dr r 1500 Marsh....84
Bradford Francis W r 1243 Mill....262
Bradley J L Maj Gen r 943A Murray....2111
Bradley Mark r 492Leff....1743-R
Bradley R H Pies 1804 Osos....861
Brady W P Mrs r 1165Mill....2781-M
Braga M C r 1080Grove....2698
Branin George r 451 Islay....1224-W
Branson Vail S r 266 Sandercock....2463-W
Brantley Frank J r 680 Kentucky....891
Braun Everett r Avila....8-R-2
Brawley H M r 785 Lincoln....570-J
Bray Bill r 1460Higuera....2806
Brazil A H atty 793 Higuera....2082
Residence 618Grove....188
Brazil A S r 312 Sandercock....263-W
Brazil Lena r 665Buchon....535-J
Brazil Mary B r 1435 Broad....379-J
Brazil Thomas E r 1845 Chorro....2740
Brazil W H dentist 1041 Chorro....1089
Brazil W H Dr r 106 N Broad....885
Brendlin Gene E r Edna Rd....6-J-1
Brendlin K F r Edna....6-R-4
Breschini Pete M r 1533 Higuera....1464-J
Briant Priscilla r 296 Snta Rosa....1264-M
Bridges Larry r 770 Toro....1350
Briell T E Maj r 464 NBroad....2746
Brisco Nursery & Florist 1422 Monterey....2060
Briscoe Ace W Mrs r 858 Leff....815-W
Bristow Hubert L r 867Mission....2570-W
Broadwell C A Standard Brands Inc 1910 Ruth....2223
Brock Albert L r Los Osos Rd....21-F-2
Brock E H Capt r 878Lincoln....2711-W
Brockman E L r 1592 Higuera....1591-M
Brocksieb Lillie r 1014 Palm....809-W
Brodie James r 510 Lawrence Dr....376-W
Bromley R V r 1184 Islay....1851
Brooking A E Mrs r 1216 Morro....1883
Brooking Philomena Pat's Dressmaking Shop 1120 Morro....2144
Brooks Carl H Mrs r 1525 Nipomo....151-J
Brooks Clara J Mrs r 1106Pismo....1317
Brooks Don E r 1205 Ella....957-J
Brooks James G r 1812 Garden....1179
Brooks Uniform Co 998 Monterey....2228
If no answer call....643-M
Brooks W C r 1346 Pismo....2285
Brophy D W r 648 Higuera....1714
Brouillet Grace r 1032 Leff....815-M
Brown B Jr r 910Meinecke....356-W
Brown C M r 1186 Islay....2450-J
Brown C W r 335 High....1210-W
Brown Clarence jewelry 862 Higuera....1312
Brown Clarence r Longview....2882
Brown & Doyle Liquor Store 1026 Morro....2507-W
Brown Forest S r 647Park....1374-J
Brown G S Mrs r 1418 Marsh....2363
Brown H A contr 1916 Johnson Av....1232
Brown Hollis B r 3California....2733
Brown Homer W r 1333Mill....1294
Brown J E r 1496 Higuera....2446
Brown Margaret Mrs r 1122 Broad....249
Brown May E Mrs r 770 N Broad....1721-J
Brown Merritt H r 1202 Pismo....481-W
Brown Patrick C r 1721 Chorro....1853-J
Brown V Z Col r 485Pacific....1311
Browne A L r 250RamonaDr....2035-R
Brown's Music Store 717 Higuera....1278
Bruce C E r 956 Swazey....468
Brughelli Aurelie r....3-R-2
Brumley Emma Mrs r 1157 Buchon....672-J
Brunel R L r 1205 George....395-R
Brussow Charles r 1140 Montalban....539-W
Brussow D F r 397 Snta Rosa....577-R
Buck R W r 169 High....2929-J
Buck W F r 725 Grand Av....638-W
Budar John r 915 Branch....2453
Budweiser Tavern 1032 Chorro....1935
Buechler L L r 508 Higuera....2325
Buell Harry E r 1000Mill....2072-M
Buguy Berta r 145 Story....2739-W
Bukey W F r 1427Morro....179-W
Bullock C H r 860 Osos....555-M
Bullock Peter r Orcutt Rd....10-F-5
Bullock Russell r 245 Price....2062-R
Bullock S Ellen r 1223Chorro....641-W
Burch C L r 1791Alisal....1695-J
Bureau of Agricultural Education Poly Campus....2151
Burger R H r 2018Johnson....1846-W
Burges Philip W Lt Col r 865Morro....2471
Burlison Lester E.r Foothill....1213-R
Burnell F W Mastercraft Electric Store 321 Snta Barbara Av....1338
Burnett Helen Mrs r 1018 Islay....2267-W
Burns W H r 251 Sandercock....649-J
Burriss E E r Osos Rd....1429
Burriss Tire Co 751 Marsh....802
Burton Grocery 420 High....302-W
Burton O H r 306Foothill....2687
Bushong Geo Texaco Serv Stn SantaRosa&Marsh....1887
Bushong George r 726 Park....1598-J
Busi Bert r 856 Francis Av....2785-W
Buss M r 1210 Beach....2686-J
Butler David Mrs r 1069 Pacific....1305
Butler F A r Osos Rd....22-F-4
Butler Geo H Golden West 971 Osos....1921
Butler J B V Hagen Butler&Treadwell 1215Chorro....1782
Residence Corralitos Av....149
If no answer call....1773
If no answer call....1062
Butler Jay W r 789Peach....1721-W
Butler Morse R r 1035 Peach....870-W
Butler Rosa P r 839 High....971-W
Butler T L San Luis Ice&ColdStorageCo 1406 Walker....67
Butler T L r 121 Chorro....2456
Butler W D Mrs r 1964 Johnson Av....425-W
Butts June Mrs r 461 Marsh....497-W
Butts Sara M Mrs r 1225 Garden....675
Byrd Clancy S r 1127 Upham....957-R

C

C H B Market 661 Higuera....999
C H B Meat Market 661Higuera....1560-W
Cake Guy J r Orcutt Rd....1175-M
Caldwell Charles F r Avila Hwy....1-R-11
Calhoun John C r 1515 Carmel....917

California Motor Express Limited 390 Pacific....800
California Park Grocery 1 California Blvd....2738-W
Calif Polytechnic The Poly Campus....2151
After 6 PM & before 8 AM & Sundays & Holidays call
General Office....2155
Academic Refresher Unit....2151
Auto Shop....2152
Officer of the Day....2151
Sick Bay....2150
Dining Hall No 1 Poly Campus....2061-J
Dining Hall No 2 Poly Campus....2625
Officers Quarters Poly Campus....2272
Poultry Plant PolyCampus....2530
Power Plant PolyCampus....2308
Calif State of
Board of Equalization Higuera....1746
Dept of Employment
Claims Office 738 Pismo....2010
Division of Forestry Morro Rd....513
Division of Highways
District Office 50 Higuera....2300
Equipment Dept 50 Higuera....844
Warehouse 642 Emily....1287
Highway Patrol 307 Higuera....218
If no answer call....1663
Caligaris Louis r 827 Islay....1738-W
Calkins Al Fremont Storage Garage 1005 Monterey....3
Call Bert r 571 Pismo....375-J
Call J N r 454 Pismo....1085-R
Call Thos O Maj r 1822Fixlini....2991-W
Callaghan J I r 226Beebee....2275-M
Callis George H r 1233 Beach....2686-R
Calloway William F Jr r 910 Rachel....2712
Calvert Pearle B RN r 649 Islay....1446
Camel James C r Yoakum Tr....2066-J
Camnitzer H A r 1151 George....2634-J
Camp Fremont Cuesta Grade....12-J-2
Camp San Luis Obispo U S Army StateHwy1....1980
Campbell Charles H r 1055 Pacific....2579
Campbell Clarence W r 1904Broad....910-W
Campbell Claude r 1328Archer....974
Campbell John Refrigeration Service 532 Higuera....1488
Campbell R A r 846 Mission....1217
Campbell T O Mrs r 752 Alphonso....975-M
Campbell's Refrigeration 532Higuera....1488
Campfire Girls Inc 721 Kentucky....1858-W
Canet Earl H r Avila....2-R-1
Cangi Gladys r 755 Center....1834-J
Cann John G r 1230 Marsh....476-R
Canning John r 1171½ Pismo....2409-R
Cantrell K H r 1016 George....1749-W
Carberry W J r 1627 Nipomo....1771
Carbiener M D r 2511 Lawton....909-J
Carbon Louis r 850 Church....2563-R
Cardoza Barbara Mrs r 30 Mt Pleasanton....806-R
Cardoza Joe r Edna....6-J-2
Carll Milo r 435High....2543-J
Carlon Marcel Pergola Liquor Store 978 Morro....755
Carlson Carl r 411 Grande....346
Carlson Ed r 1234Mill....2407
Carlson O J rms 676 Monterey....2767
Carlson Thelma r 450 Marsh....1856-J
Carpenter C M r 966Essex....148-J
Carpenter D M Rexall Drug Store 839Higuera....32
Carpenter D M r 1304 SntaRosa....2810
Carpenter E L r 670LawrenceDr....1428
Carpenter H H Mrs r 1637 Morro....1151
Carpenter H H Estate of 981 Monterey....46
Carpenter Libbil G Mrs r 239 NBroad....1019-W
Carpenter Lyle F r 239 N Broad....1244-W
Carpenter Lyle F Jr r 211 N Broad....1606
Carpenter Merlyn r 1163 Pismo....1126-W
Carpenter Walter Mrs r 78Kentucky....105-M
Carpenter's Local 1632 940 Chorro....117
Carpentier Helen Miss r 956 Pismo....2126-J
Carroll Emmett r EdnaRd....18-F-3
Carroll Jno r Edna....18-F-4
Carroll V L r 755 Snta Rosa....2194
Carson Ellard W r 714 Buchon....1349-J
Carter James H Mrs r 1520 Snta Rosa....1698
Carvell Douglas T Lt r 1478Palm....1766-J
Carver Allen W Mrs r 667 Lawrence Dr....657-W
Carver W D r 2025 Chorro....1756
Casa Del Camino Tavern 958 Monterey....210
Casella John B r 104 Toro....1630
Casselman Earl r 663Church....2418-J
Cassera Francisco r 780 Alexander....167-W
Castle Motor Inn Pismo Hwy....1918
Castle Motor Inn Cafe PismoHwy....1546
Castro Augustus Nelson&Castro 1041 Chorro....254
Castro M J Mrs r 978 Chorro....358-W
Casulli Nick r 911 Branch....971-M
Catholic Church Old Mission The 782 Monterey....667
Cattaneo Frances r 577 Marsh....284-W
Cattaneo Steve r 134 Story....1027-M
Caughlan P W r 520 Chorro....434
Cave Edna r 1410 Broad....2610-J
Cave J W r 948 Sandercock....955-J
Caven J D r 1042Foothill....1559-R
Cawelti Lester L Mrs r 1527 Nipomo....151-M
Centini R r 878 Upham....923-W
Central California Novelty Co 675Higuera....703
Cerini Ben r 1026 Palm....606-W
Chaffee John M r 1305 Palm....403-W
Chalmers Thomas r 63 Mt Pleasanton Dr....1206
Chamber of Commerce 987 Osos....1414
Chambers A C r 300High....699-M
Chambers Charles r 1355 Breck....1804-M
Champlain F r 1615 Fairview....586-M
Chandler C S Capt r Monterey....902
Chandre Jeanne Mrs r 1044 High....553-W
Chanz Geo r 620Kentucky....2077-J
Chapin Helen r 449 Kentucky....474-R
Charles C W r 852 Meinecke Av....913-J
Chase Homer r 470 Pismo....868-J
Chase Margaret H r 1355 Mill....1829-J
Chase W J r 744 Center....1019-J
Chase Willis H r 1414 Morro....2508-W
Checker Cab 987Monterey....2
Cheda Archie A plmbng Foothill Blvd....707
Cheda Frank r 508 Brizzolara....669-J
Cheda J A Mrs r Morro Rd....13-J-12
Cheda M A r 1060Peach....2744
Cheda's Beauty Salon 839 Higuera....893
Cherry W W r 1224 Morro....1873-J
Chet's Bar-B-Q 995Higuera....1939-W
Chevrolet Agency 1039 Monterey....1304
Chiesa Margaret Mrs r 752 Palm....511-J
Childers E C r 1194 Pacific....742-J
Childs Catherine Mrs r 1494 Mill....519-J
Childs J J r Osos Rd....1342-W
Childs J W Mrs r 1244 Mill....192-J
Chitwood Bootery 860 Higuera....1832
Chong Beulah r 778 Palm....2636-W
Choy Arthur r 671 Toro....781-W
Christensen C F Mrs r 1190 Buchon....687-W
Christensen E C r 670 Chorro....1555-R
Christensen Earl r 174 High....1125
Christensen Geo L r 898 Center....398
Christensen Geo P r Edna Rd....4-R-4
Christensen John Jr r Orcutt Rd....4-R-2
Christian Science Wartime Minister Edna....1411
Christian Service Organization 855 Marsh....2582
Christianson D C r 684Pacific....171-M
Christie O H r 472 Buchon....1123-M
Christine's 787 Higuera....504
Office 778Marsh....2823
Church of Jesus Christ of Latter Day Saints 238 Sandercock....1463-J
City Offices—See San Luis Obispo City of
City Schools—See San Luis Obispo City of
City Tire Shop 1185 Monterey....1957
Civic Auditorium Hotel 1190 Monterey....1907
Clark Dental Laboratory 793 Higuera....110
Clark Howard E painter 445 High....1025-W
Clark Jacqueline Mrs r 873Leff....2293-J
Clark Willard L r 1728 Chorro....2457-W
Clark Zora A r 1121 Peach....1009-W
Clarke Edgar F r 269 High....186-R
Claus Esther r 1239 Higuera....2547-W
Clausen C N Dr r 737 Church....161
Clausen K r 1317 Broad....720-W
Clawson Albert optmtrst 1114 Garden....2012
Clawson Albert r 50 Mt Pleasanton Dr....2835-W
Clement Edmund P r 413 High....1835
Cline A V r 136King....1081-M
Cline Fred A r 1129 George....1556
Cline Rusty r 1589 Murray....1415-W

Cline's Electric Shop 962 Monterey....13
Between the hours of 6 PM & 8 AM & on Sundays & holidays call....1415-W
Clinton Cleo S Capt r 1043 Marsh....1275-J
Cloud Robert R r 1120 Islay....154-M
Clouse Atlissia F r 1506 Chorro....2859
Coast Counties Adjustment Bureau 777½Higuera....399
Coast Counties Warehouses 157Higuera....2678
Coast Line Express 390 Pacific....800
Cobb's Fremont Grocery 1208 Peach....637
Coca-Cola Bottling Co 344 Higuera....804
Cockrell Jess r Yoakum Tr....1710-M
Cockrell K L r 1120 Leff....2555-W
Coelho F S Frank's Liquor Store 1019 Chorro....1022
Coelho F S r 1028 Leff....2666
Coffee Pot Cafe 1015 Morro....1949
Coffin L L r 1334 Marsh....2141-J
Coffing L r 1711 Chorro....1008-W
Coffing Winifred Mrs r 1118Buchon....1547
Cognasi Pete S r 144Cypress....2437-J
Colby H T r 929 Murray....494-J
Coldiron Ivie M r 256 Buchon....924-J
Cole Bessie Mrs r 725Johnson....1974
Cole Lillian M 2205Johnson....2947
Cole Stanley V r 867 Center....2083-J
Colgain F r 670 Islay....1445-W
Collins S r 274 Hathway Av....1785-J
Collins Thos D r 260Branch....1691
Collins Tom r Foothill Blvd....2669-W
Colvin Henry T r 197 Snta Rosa....912-J
Colwell E H r 2443 Broad....2559-W
Colyer C C r Rafael Wy....2110-W
Compton Clyde r 1804 Garden....583-M
Compton Orin r Foothill Blvd....107-J
Condon W W r 2415Broad....2556
Conklin I N r 1730 Morro....1587-J
Connor Robt D r 205Beebee....1809-W
Connors Frank R r 1021 Leff....2607-J
Conrad Ben D SLO Co of Planning Commission 997 Monterey 558
Cook Althea L r 650 Graves....1227-J
Cook Chas S r 729Francis....2785-J
Cook D W Mrs r 623Caudill....2485-M
Cook Floyd Mrs r 251 N Broad....1244-J
Cook Floyd C CHB Market 661 Higuera....999
Cook Ward I r RamonaDr....1861-W
Cooke Faye H Mrs r 1129 Islay....1867-W
Cooley Ethel r 1042FoothillBlvd....2421
Coons Edna Lee r 1563Fairview....1938-W
Cooper Herbert L r 2106 Monterey....1450
Cooper O Capt r 1396-2d....2133-W
Corcoran R I r 60 Kentucky....2517
Corcoran's 848Higuera....176
Cord Byron r EdnaRd....5-J-11
Cornwall J C r 126Ward....1507-W
Correa Irene r 1602 Johnson....2538-W
Correll W P r Foothill Blvd....1211-W
Cossa A Mrs r 1320Marsh....716-J
Costa Barbara Mrs r 1144Mill....706-R
Costa M S r 264 Higuera....342-W
Cosy Barber Shop 980 Monterey....1858-J
Cotnam William W r 1103 Marsh....744
Cotter Rose Mary r 229Branch....226-M
Coull S J r 1956 McCollum....837
Country Club PismoHwy....10-J-2
County Offices—See San Luis Obispo County of
County Roof Service 1250 Fletcher....1840
Couper Geo P r 1041Mill....694-M
Covell Ethel r 884 N Broad....1355-M
Cowdrey Ralph E r 236 Sandercock....2663-W
Cowles Edna Mrs r 795 Johnson Av....1644-W
Cox Ewell r 1811 Chorro....278-W
Cox H E r 1230 Higuera....833-W
Cox W C r 656 Toro....1269-J
Coyner F C r 1175 Buchon....1584-J
Crabbe James L r 1690 Fairview....1551
Crafts Elizabeth r 724 Ida....1633-W
Craig Raymond O r 103 Stenner....2379-J
Cram Raymond W r 1911 Ruth....1409-R
Cramer George H r 1506 Chorro....1037-R
Cramer H L r 527 High....1210-J
Crampton C C r 227 Price....1398-W
Crandall F E r 1920Broad....2236
Craveiro J M r 581 Dana....1694
Craveiro L M r Osos Rd....2-F-3
Crescent Park Auto Court S Highway....1754-J
Crew Deon A phy&sur Marsh&Garden....244
Residence Buena Vsta....633
If no answer call....1400
Cripe R E r 533 Buchon....929
Crisler O H r 645Henderson....541-J
Crystal Springs Water Co Yoakum Tr....965
Cudahy Packing Co 173 Chorro....1071
Culinary Alliance&Bartenders' Union Loc 703 793Higuera..2783
Culp M H r 1826 Chorro....923-J
Culpepper M A r 879 Islay....2089-W
Cummings Homer r 643 Funston....688-J
Cummins Frank B r 330 Pismo....2084-J
Cunningham A B r 1516Toro....312-R
Cunningham A L r 1060 Pismo....648
Cure Mildred r Broad....1824
Curlee Cabs 960 Higuera....845
Curtis C A r 1181Buchon....1578
Curtright L T insurance 785 Marsh....1676
Curtright L T r 80 Benton Wy....2244
Custer Jas r 840Mission....2231

D

Dad's Hamburger Place 589 Higuera....2138
Dailey Marcella E r 1534 Monterey....469
Daily Telegram Telegram Tribune Co 1240 Morro....900
Dalessi Harry r 2060Hope....2600-J
Dalessi Henry C contr 450Marsh....118
Dalessi Henry C 999 Monterey....190-W
Dalgleish O W r 983 Murray Av....1365
Dalidio Emil r Morro Rd....440-R
Dalidio Ernest r French....2374-J
Dalidio F r Los Osos Rd....23-F-21
Damaso A R r 1140 Fig....1241-J
Dana Jack r Fixlini....954-J
Dana L R Jr Mrs r 1461Higuera....1422-R
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Greenelsh J A Centrl Calif Novelty Co 675Higuera...703
Greenelsh Vern r 1045 Leff....983-W
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Greenfield Harvey W r 1427 Broad....2478-J
Greenleaf T A r 1239 Chorro....180
Greenwell Mary H r 225 Beebee....217-R
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Griffin D J Mrs r 1824Nipomo....2739-J
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Gritta Paul B Lt r 656Kentucky....1150-J
Groger C H r 791Toro....1256-J
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Gularte John r 481 Buchon....1621-R
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Gumpert Clyde r 483Mitchell....1140-R
Gunter A E Rev r 1744 Garden....2335-W
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Hagen Butler & Treadwell phy&surg 1215 Chorro...1782
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Hagen R C r 1177Buchon....608-J
Hagus Mae Mrs r 1116 Pismo....2604-M
Haines F D r 1390 Palm....843-W
Haley B r 297 Chorro....613-W
Haley George r 1134 Palm....363-J
Haley W S Mrs r 100 SntaRosa....912-R
Hall Edna R r 1185 Pismo....674-J
Hall Ilda r 1067 Buchon....1439
Hall Lela Mrs r 170 Higuera....2557
Hall Richard L r 235 Price....408-J
Hall William O tax consltnt 779 Marsh....2114
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Halpin M C Mrs r 116 Chorro....286
Halter Lloyd r 611 High....2805-R
Halter Lloyd Wilson Lt r 1525Beach....1971-W
Hamilton Bruce r Yoakum Tr....1620-W
Hamilton J E Singer Sewing Mach Distr 718Higuera..449
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Hamlin R P Calif State of Div of Highways Equip Dept 50 Higuera..844
Hamlin Robert P r 936 Murray....1723-W
Hammett T A r 1363 Marsh....713-M
Hampton Bertha M Miss r 1341 Osos....2760
Hampton Front r Chorro Rd....1168-W
Hampton Wade Mrs r 1168 Peach....1652-R
Hanan D R r Johnson Av....2545-J
Hand Anna M Mrs r 1312½ Broad....574-J
Handy Velma r 969Pismo....2612
Hankerson R R r 1737 Chorro....1410-R
Hanrahan I J r 743Pacific....548-W
Hanrahan Mary E r 1336Chorro....1876-W
Hanrahan T J Jr Mrs r 1193 Pismo....567
Hansen Alice R Mrs r 248 Hathway Av....628-J
Hansen Anna K r 878 Marsh....1323-W
Hansen Carrie Miss r 1628 Mill....812-J
Hansen Earl E r 369 Chorro....1841-W
Hansen Gladys Mrs r California Blvd....1320-J
Hansen Grant r 519 Sandercock....591-J
Hansen Gus body&fendr wrks 1331 Walker....195
Hansen John r 887 Islay....693-W
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Hansen Meta Mrs r 1329 Broad....720-J
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Hanson Carl r 1120 Peach....2774-R
Hanson Evelyn H r 654 Buchon....1613
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Harbor Inn Avila....8-J-2
Hardenbrook R G Capt r 1154Peach....1616-R
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Harmon G E Mrs r 1011½ Islay....2049
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Harrington C J r 642 Emily....1287
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Harrington Hallie r 283Chorro....594
Harrington J F r 1204 Marsh....476-J
Harris B R r 1575 Monterey....1300-W
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Harris Frances K Mrs r 868 Islay....2821-W
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Hartley Anita Mrs r 268Branch....1479-M
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Heidorn R r 1417 Marsh....290-J
Heidorn R E r 673 Buchon....686-M
Heim Harry 781Marsh....1144
Heisel Hans r 1353Pacific....882-W
Hemen Jack r 220 Beebee....556-R
Hemstreet C M r 536 Sandercock....1574-J
Hemstreet John P Dennis Transfer 1824Nipomo....355
Henderson Alva E r 874 Pismo....1682-J
Henderson Elizabeth r 2590 Story....1518-W
Henderson L W r Los Osos Rd....2436-J
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Herbert J W r 1690 Sn Luis Dr....2536-J
Herman Albert G r 1134 Mill....706-M
Herrera Baldo r 1565 Peach....905-W
Herrera Manuel Y r 1360 Monterey....420-W
Herrera Refugio Miss r 1166 Palm....1231-J
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Hewitt Elsie r 288 Chorro....2034-R
Heyd L R r 614Monterey....1605-W
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Hickenbottom J Earle r 1461 Palm....2448
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Hildenbrand Amelia Mrs r 504Hathway....1281-J
Hildenbrand M A r 552 Leff....1425-M
Hildenbrand Myrtle r 1413 Osos....1225-M
Hill B J r 331 Pismo....2411-J
Hill Clara O r 871 Islay....646-W
Hill Dorothy M r 870Mill....2728-J
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Hillard Gene r 902 Peach....229-W
Hilliard Roy L r 1426 Palm....1538-W
Hillier Francis R Lt r 665 Islay....1879-J
Hill's Homemade Tamales 355Marsh....2260-W
Hill's Offset Printing Co 1131 Chorro....1727
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Hiltel Theodore r 959 Murray Av....281-W
Hindman Paul r 1120 Mill....2445-M
Hiniker Ernest F r 506Mitchell....2397-R
Hinkle C W r 191Beebee....1094-R
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Hirsch N E r 1234 George....1359-W
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Hobert H E r 515 Dana....797
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Hoddinott Helen F r 1157 Leff....1132
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Hodgin George M r 1228 Stafford....715-M
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Hoertlein Jack r 2001 Fixlini....95
Hoffecker Janet M r 95 N Broad....348
Hoffman Frank Lt Col r 865Chorro....2659-J
Hogan John P r 411Branch....1658-J
Holcomb J B r 497 Islay....1743-J
Holden D E Mrs r 921 Sandercock....1075-W
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Horn Charlotte r 964Essex....403-J
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Horner Dave r 1300 Murray Av....2462-J
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Housing Authority of San Luis Obispo County
3201 Pine Paso Robles
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Hubbard S A Mrs r 483 Pacific....2537-J
Hudson George S rms 1429 Osos....1959
Huffman T J r 1219Palm....384-J
Hughes Ben r 368 Toro....1162-W
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Hughes P r 480 Pismo....1078-W
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Retail Store 840Monterey....620
Hull Pearl C Mrs r 883 Nipomo....55
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Hummel Anna Mrs r Irish Hills....2-F-2
Hummel G T r Hathway Av....5-F-2
Hunsaker Anna L Mrs r 1537 Beach....1509-R
Hunsaker C P r 641 Buchon....1191-M
Hunt H P Lt r 1515Toro....1066
Hunt Patricia Mrs r 976 Islay....2754-W
Hunter Jewel r 423 High....2620-W
Hurley John r 654 N Broad....1283-J
Hurt Wm H r 1151 Peach....1009-J
Huston Elsie r 1250 Monterey....2885-M
Huston J C r 2 California Blvd....793-J
Hutchison J R r 549 Buchon....1412-J
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Irvin James F Metropolitan Life Ins Co 1042 Pismo..734
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Isham Laura Mrs r 463½ Pacific....1803-W
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Janssen Henry r 370 Islay...495-J
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Johnson Lester C r Avila...2-J-2
Johnson Manly E r 141½Beebee...2230-M
Johnson Mark Mrs r Avila Rd...7-R-3
Johnson Mary Ann r 695 Pismo...379-W
Johnson N C Lt r 1273Frederick...1447-R
Johnson N R Mrs r 2221 Broad...1643-R
Johnson O Richard r Johnson Av...1452-W
Johnson Rodney V r Foothill Blvd...2524-R
Johnson S L r 142 Beebee...217-M
Johnston E L r 544 Higuera...1664-J
Johnston Evelyn r 1341 Osos...2593-W
Johnston G A r 209 High...556-J
Johnston Jewett M r 875 Mountain Vw Av...2414-W
Jolly Eunice Mrs r 1042 Pacific...2745-R
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Jones Grace Mrs r 685Buchon...1193
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Jones Mary r 350 Islay...186-M
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Jones Virginia R Mrs r 109FoothillBlvd...1178
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Jordano Bros Inc bevrg 286 Higuera...1253
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Karl's Shoe Store 786 Higuera...881-M
Karney Helen r 845Upham...953-R
Karns Charley r 1000 South...1809-J
Karpe Frankie M Castle Motor Inn Pismo...1918
Kastning Nora Mrs r CaliforniaBlvd...780-J
Kathka Clarence E Mrs r 671 Pacific...1811
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Ketchum Ernest H r 870 Meinecke Av...1747-W
Kidd Pete r 888 Church...1729-R
Kiger H S r 2141 Broad...2793
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Kinkel Evelyn E r 546 Sandercock...2129-M
Kinney Cora Mrs r 1641 Osos...2821-J
Kinney S G r 725 Branch...708-J
Kinsey Herbert C Mrs r 1368Marsh...941-R

Kinsey Samuel S r 1526 Osos...1404-W
Kinsman A D r 596 Hathway Av...2349-W
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Lanini Marguerite Mrs r 658 Buchon...442-W
Lanotti A r 948 Snta Rosa...2592-J
La Rose John T Rev r 375 Toro...1377
Larsen C J r 419 Snta Barbara Av...1690-J
Larsen Chester F r 778Toro...2899
Larsen Peter gar 1027 Nipomo...814
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LaScalla Samuel r 703 Sandercock...2543-W
Latimer B G r 642 Monterey...433-W
Laux F R r Edna Rd...2190-J
Law Elisabeth r 2050Hope...2600-W
Lawhon Zim E Maj r 1405Broad...2296-M
Lawrence Carrie L r 717 Monterey...1257-J
Lawrence H A r 1624 Snta Rosa...122-W
Lawrence L W real estate 1020 Broad...121
Residence 1119 Palm...1631
Lea Bowling 1367Mill...973
Leach Richard r 281 Hathway...1785-R
Leary Joseph r 2000 Garden...1021
Lebo John R r 425Branch...1658-R
Lebo John R r 783 Pismo...1759-J
Leboun John r 1514 Toro...1260
Lecuyer Ted r 1405 Marsh...1067-W
Ledbetter Alva Mrs r 1521 Osos...296-J
Lee Agnes M r 570 Pacific...360-J
Lee Harold B r 674 Leff...461-R
Lee Sue L r 1421 Garden...2894-J
Lee Ted r 378Grand...2795-R
Leed Donald A Lt r 664Woodbridge...2218
Le Gette Everett r 557Marsh...1830-R
Leguina S r 547 Higuera...531-W
Leguina Santy r 559 Islay...2569-J
Lehman H G r 1268 Frederick...2087
Lehnhoff Wm r 396 Marsh...921
Leidig's Market 447Higuera...491-W
Leinbach Harry r 137Cypress...2494-J
Leitcher F W r 2319 Broad...1459-R
Leitner Mae r 1154 Islay...2030
Leland Edna Mrs r 765 Center...170
Leland George N r 1320 Palm...950-R
Lemucchi Joe r 2250 Lawton Av...846-J
Lengel Violet RN r 1220 Osos...573
Lenger L L r 585 Leff...2145-W
Lenihan D J r 974 Islay...1692-R
Leonard A M Mrs r 1950 Murray Av...2176-W
Leslie Harry C r 675Toro...2657-J
Leslie R M r 2044 Fixlini...1521-W
Les's Grocery 1901Broad...2938
Lessi C L r 1054 Church...632
Leutz W A r 1440Upham...1623-J
Levy A & Zentner J Co 303 Higuera...1381
Lewelling Ernest B r 210 Lincoln...1352-R
Lewelling John r 1352Pismo...2073-M
Lewin Bernhard rl est&ins 851 Marsh...325
Lewin Bernhard r 657Pismo...682-J
Lewin M & Son rl est&ins 792 Monterey...424
Lewin N S r 1368 Higuera...275-W
Lewis George R r 860 Pacific...970
Lewis J S r 389 Pismo...2431-J
Lewis Joe r 1134Montalban...2752-J
Lewis Manuel J Mrs RN r 860 Osos...555-W
Lewis N R r 421 Dana...1535
Lewis Simon S r 1028 Palm...643-W
Liberty Cleaners 727 Marsh...2290
Liebenguth Edith r 744 Higuera...1012-W
Lilley A M Mrs r 474 Marsh...387-W
Lima Donald J r 246 Harris...1194-J
Lima Kenneth r 560Higuera...1495-W
Lima Mary E Mrs r 1359 Palm...2016
Limon Regino r 1200 Bushnell Av...2188
Lind C C La Cabana Shop 745Higuera...863-R
Lind Geo E r 764Mission...2588-W
Lind John r 48 Benton Wy...1849-W
Lindesmith Ellen Miss r 1045 Islay...193-M
Line Herbert r 521 Hathway...2561-W
Linebarger E W r 874 Church...589-W
Linneman Carl F r 640Kentucky...2288-M
Litchfield's Market 695 Higuera...2193
Little Gertrude G r 667 Monterey...2467-J
Littlejohn David r Orcutt Rd...739
Littman Bessie RN r 283Chorro...594
Loesche Edw C r 229High...1224-M
Logan Frank A Mrs r 1578Palm...2336-J
Logan Victoria r 1558 Palm...1347-J
Logsden Abraham J r 101Hwy...1839-W
Lohrberg A r 753 Alexander Av...1812
Long C M auto court 1670 Monterey...689
Long E E r 1341 Osos...473-M
Long E E Piano Co 777 Marsh...506
Long Irvine S r 525 Branch...2814-J
Long R R r 842 Rougeot...1778
Long W C r 525Higuera...948
Longfellow E V Mrs r 1801 Broad...1491-R
Loomis Chas Mrs r 183 Chorro...1663
Loomis E C & Son 147 High...1080
Loper&Anderson Higuera&Nipomo...123
Loper H S r 1432Higuera...1417
Lopes Manuel V r Edna Rd...4-J-2
Lopez Ivan r 364Pacific...1973-W
Lopez Joe r 745½ Frances Av...2757-W
Lopez John r 525 Higuera...2287-M
Lopez Manuel r 1320 Buchon...578-J
Lopez Minnie r 738 Higuera...749-M
Lopez W E r 940 Walnut...120-W
Lorenz Henry r 1237Frederick...1226-J
Lorenzon O Mrs r 1063 Ella...1321-R
Loretz Walter Rev Lutheran Church 867Pacific...2602
Loring Homer D Hotel Park 1815 Osos...792

Los Osos School Osos Rd....1-F-13
Loucks Lola r 1043 Marsh....1275-R
Loughlin W H Mrs r 1728 Broad....2284-W
Louis Howard r 800 Palm....592-J
Louis Walter r 460Pacific....1228
Louk J W r 279B Branch....2679-M
Love F M welding works 1243 Monterey....1199
Residence 1353 Higuera....1871
Loveall Ben F dentist 774 Marsh....880
Residence 1835 Monterey....884
Lovegreen E A r 211 Price....631-J
Loveland Carl H r 395 Chorro....2617-M
Lovell E B r 868 Upham....953-J
Lovell J R r 1946 Chorro....701-J
Lowe Charles E r 1119Marsh....1561-W
Lowe S J r Reservoir Canyon Rd....1635
Loyd V V r 1190 Pismo....159-J
Lucas James r 356 Pacific....1137-M
Lucas Mary r 261 South....2880
Luchessa Ed r 1660 Mill....1725-J
Luchessa V r 969 Toro....384-R
Lucksinger O F r Foothill Blvd....1172-J
Luckys Service Center 406 Higuera....1908
Ludwick Ed r 952 Mill....1885
Luebbers Ralph H Lt r 242 Rincon Dr....2233-R
Luini John r 2546 Victoria....1165
Luis John G r 1968Chorro....1246-W
Lumsdon John William r 1042 Pacific....351
Lusardi S J r 1665 Higuera....1388-J
Luster C C r 1724 Osos....2724
Lutheran Church 867Pacific....2602
Luttropp Eric r 457 Pismo....1180-J
Lykke Don r 1843 Hayes....1769-M
Lyman Albert E r 1015 Buchon....140-W
Lyman H E r 868 Upham....953-J
Lynch F J Mrs r 1301 Morro....1063-W
Lyon Ray B SLO County of Superior Judge Court House..2040
Residence 234 Foothill Blvd....456
Lyon Thos M Lt r 865Morro....2847-W
Lyons J M r 1326 Chorro....2580-W
Lyons Margaret r 781 Marsh....1657-J
Lyons R V WO r 990 Peach....2281-J

M

MacCafferty E L r 1152 Marsh....499
MacDonald Harry F Carpenter H H Estate of 981 Monterey 46
Mace Rebe Mrs r Ramona....1342-M
Macha Fred C r 2344 Lawton....1136-W
Machado D Jr r Edna....17-F-13
Machinist Union Local 1166 457 Buchon....1792
Mackie Alfred r Pismo Hwy....1042-J
Macrae Lester r Foothill Blvd....2035-W
Mac's Cafe Avila....1-R-2
Maddalena Clem r Atascadero
Call "Long Distance" for....Atascadero-109-W
Maddalena Constante r Orcutt Rd....1596-J
Maddalena Tire Co Higuera&Osos....79
Maddock N L r 658Monterey....365
Madigan Francis V r 328 Foothill Blvd....1342-R
Madison Jack C r 864Murray....2078
Madonna A contr 1028 Chorro....11
If no answer call....2805-J
Residence 759 Monterey....2090
Madruga C Mrs r Foothill Blvd....242-R
Madsen Edward r 1443 Upham....1251
Madsen Lee San Luis Distributing Co Edna....2586
Madsen Lee B r 1229Higuera....2136
Madsen Robert T r 1441 Upham....1536-M
Maes Harry C r 770 Snta Rosa....2445-W
Maggetti Jerry r Yoakum Tr....2641-M
Maggetti P L r 1264 Palm....775-J
Maghan Dan E Mrs r 1090Grove....1322-J
Maha Elsa r 687 Islay....2396-W
Mahana W S r 1305 Monterey....2509-J
Mahoney D F r 1303 Higuera....1154-W
Maier Charles R r 1411 Broad....2006-R
Main Eva L r 1042 Pacific....1121-W
Mainini A r Morro Rd....13-R-1
Mainini Frank r Vachell....3-F-2
Mainini H N r 1720 Broad....1156-J
Maino C A 1118Garden....80
If no answer call....937
Maino Chas r 994 Murray Av....654
Maino James E r Pismo Hwy....10-R-1
Maino Sila M Mrs r 1043 Peach....922-W
Maino Theo M genl contr 1041 Chorro....177
Residence 1424 Mill....679
Mairs R T r 848 Meinecke Av....106
Maldonado Mary Mrs r 1048 Fig....912-M
Mallagh A E Justice of Peace Court House....415
Residence 1656 Phillips Ln....1731-R
Mallagh Elk r 1704 Broad....2478-W
Mallagh Wm D r 676 Islay....698-J
Mallory Henry T grocer 1415 Beach....1273
Mallory Merle A r 708 Mission....1068-W
Manatt E T r 249 Sandercock....1473-W
Manderscheid Carl Jr r 1334 Garden....2894-M
Manderscheid J Carl r 752 Buchon....1349-W
Mangham F J r 1215 Peach....1270-J
Mankin Ardath V r 1215Buchon....687-J
Manthie Adrian r 438High....1609-R
Manthie's Rooms 1132Chorro....1945
Maples L C r 275 High....2855-R
Marcom W E r 1342 Breck....610-W
Marcum Walter W r 307 Lawrence Dr....896-R
Margaroli Chas W Jr r 734Mission....1529-W
Margaroli James r 2315 Broad....975-W
Margaroli Lucille r 770 Morro....1704-W
Marinello Shop 796 Higuera....330-J
Markhardt Clarence Mrs r 766Mill....2766-W
Marquart Harry E r 654 Mountain Vw....1141-J
Marre Gaspar O Mrs r Port Sn Luis....1-R-12
Marre Louis Fay Water Co Port Sn Luis....1-R-12
Marre Lugi Land & Cattle Co Port Sn Luis....1-R-3
Marre Robert B r Avila....1-J-4
Marshall Arthur P optmtrst 790 Higuera....364-W
Marshall Arthur P Dr r 785 Buchon....237-J
Marshall Hotel 874 Higuera....400
Marshall I S r 244 Price....1687-J
Marshall Rudolph r 1333 Carmel....738
Marshall's Jewelry Store 790 Higuera....364-W
Martin A B dentist 997 Monterey....109
Residence 1680 Sn Luis Dr....1300-J
Martin A N r 555 Hathway Av....798-R
Martin B E r FremontCourtNo7....1402-J
Martin Barbara Mrs r 1061 Pacific....354-W
Martin Burnard K r Osos Rd....21-F-13
Martin C L r 496 Pismo....868-W
Martin Celia Mrs r 1261Mill....843-M
Martin Claude r 2246Broad....1130-R
Martin E E r 1929 Chorro....1744-W
Martin Ernest r 732 Kentucky....1878-J
Martin Eugene r 535 Higuera....531-M
Martin Frank r 1027 Nipomo....1115-J
Martin J E r 1582 Higuera....1049-W
Martin Jack r 771 Buchon....1445-J
Martin Jack r 588 Mitchell Dr....1599
Martin Joe W r 369Pacific....1973-J
Martin L S r 240 Ramona Dr....1172-W
Martin M S r Baywood Pk....21-F-23
Martin Perry r Avila....2-J-1
Martinelli S r 205 High....2[illegible]-R
Martines George r Avila....8-R-3
Martinez Pedro L r 2256 Broad....2378-J
Martinis A L r 309LawrenceDr....896-M
Martinsen M C r Foothill Blvd....2035-J
Martinson H R r 1011 Islay....1487-W
Masdonati Severino r 442 Buchon....1180-R
Masengill W T r 1182 Buchon....402
Masonic Hall Assn 859 Marsh....626-J
Master Brake Service 565 Higuera....525
Mastercraft Electric Store 321 Snta Barbara Av....1338
Matejcek A J hardwd firs 161 Ward....272-W
Matejcek Max W r 141 Beebee....359-J
Mathews Grover C Hotel Drug Store AndersonHotelBq 35
Mathews Harold P r 1235 Monterey....1814-J
Mathews' Trailer Court 274 Higuera....1392
Mathews W W r 320 Higuera....1647-J
Mathison W G r 434 Islay....1509-M
Mattocks Mary r Guesta Rd....12-R-12
Matts George r 449 Kentucky....474-R
Maughmer M T r 960 Rachel....1764-M
Maxwell Margaret C r 832Meinecke....1166-W
Mayer Paul L r 575 N Broad....2499-J

Mayes Orville C r 1841 Morro....2664
Mazza Antone r Edna....6-R-2
Mazza D B vetnrian 1241 Nipomo....336
Mazza P r 1207 High....1619-M
McAdams C R r 662 Osos....2539-J
McAlister A r 754 Higuera....629-J
McAnallen Harold L r Avila....2-R-11
McAnninch Lamar r 1734 Osos....1449
McArthur Jas C r YoakumTr....184-W
McBee F H 1206Buchon....1705-J
McBride A H r 221 High....2494-M
McBride H H r 577 Dana....135
McBride Sheet Metal Works 1023Nipomo....337
McCapes A M Dr vetnrian 215HathawayAv....166
McCaw Herbert L r 651 Buchon....1570-M
McChesney Emma Mrs State Farm Insurance Cos 1016 Court..1380
McClellan R E r 882 Grove....1618-W
McClure J E Security Title Insurance&Guarantee Co 1119 Chorro..1015
Residence 1641Murray....2528
McClure Mabel r 1635Chorro....1476-J
McClure Warren F r 507Caudill....2737-W
McClure's Repair Service 2145Broad....2221
McCombie H E Mrs lab 739 Pacific....1298
McCorkle C O r 1618 Hillcrest....1077-R
McCoskey L N r 1055 Peach....1166-J
McCurdy A W r 1426 Snta Rosa....1833
McDaniel Thurman Mrs r 571 Buchon....2800-M
McDonald J B Capt r 778Marsh....1197-J
McDonald Leroy W Maj r 1305Palm....148-R
McDougal L E r 282 N Broad....1651-W
McElrath Frank S r 222 Higuera....2053-R
McEntire Robert L r 1642Morro....2089-J
McEvoy Mervyn D r 1511 Morro....1282
McFadden S H r 922 Murray....1056-R
McFarland John D r 2420 S Broad....2926-R
McFarland L E r Poly Campus....1279
McGovern A J r 824 Grove....2304
McGowan M A r 341 Hathway Av....1543-J
McGregor Motors Co 1255Monterey....542
McGuire E W r 153 Stenner....764-J
McGuire F V r 1265 Murray....2059
McGuire Thos E r 1267½Murray....2237
McHatton Russell G Mrs RN r 657Park....2365-W
McHenry Frank r 972 Church....1729-J
McIntire J H r 1330 Marsh....716-W
McIntyre W H r 1437 Nipomo....561-M
McKee Richard r 1926 Broad....1507-J
McKeen Dollie Mrs r 1212 Garden....369-W
McKeen H L r 1526 Beach....1153-J
McKeen W H San Luis Hatchery Osos Rd....2013-W
McKennon Margie r 268 Buchon....1078-J
McKenzie Geo H r 1121Upham....2811
McKinnon Norman M r 1339 Breck....1804-W
McKnight Ray R r 2020Ruth....636
McLin T C r 1347Monterey....2509-W
McLinn Gladys K Mrs r 736Buchon....91-W
McMahan I Cordelia r Orcutt....2695-J
McMahon Byron J r 462Chorro....2034-J
McMillan James Blois r Avila....8-F-5
McMillan Jean r Edna....6-F-4
McMillan M r 1225 Pismo....762-J
McMillan Peter r Orcutt Rd....10-F-4
McNamara John J r 676 Grove....1731-J
McNeil Margaret r 954 Pismo....1581-M
McNeil Robt E Mrs r 747Leff....1793
McPeak Emmie r MorroRd....1385
McPhee Julian A r Poly Campus....183
McQuillan Lawrence r 130½Price....1398-M
McRae Alness r 1052 Islay....193-W
McRae L S r 1109 Pismo....1653
Meacham V H r FoothillBlvd....1834-W
Mead A Mrs r Foothill Blvd....2035-M
Mead M Mrs r 1536 Broad....2647-W
Mead W A r Foothill....22-F-13
Meadows L C Capt r 1154 Peach....781-M
Meck Oliver H P r 1336 Morro....1581-R
Medico-Dental Adjustment Bureau 981 Monterey....652
If no answer call....1882
Mee Heng Chop Suey Shop 815 Palm....1330
Meinecke E H r Mt Pleasanton Sq....1147-J
Meissner Katherine r Pismo Rd....14-J-12
Melim August M r 398 NBroad....1522-R
Melim John r 2021 Broad....588-W
Melin Irene Mrs r 1131 Broad....1430
Melin Teresa Mrs r 253 Branch....226-W
Melin Walter r 271 Branch....1628-J
Mello Joe M r Osos Rd....20-F-11
Mello Leonard E r 1020 Pismo....473-W
Mendoza Steve F r French Rd....23-F-4
Mensch B S r 219 Lincoln....2654
Mercantile Acceptance Co loans 994Monterey....994
Mercantile Acceptance Corp of Calif auto financ 994Monterey..994
Mercer Wm r 1354-1st....1715
Meredith Carl r 1424 Monterey....1143-J
Merle Norman Cosmetics Studio 748Higuera....1477
Merriam Grace r 1530 Nipomo....1332-W
Merrick Paul E r Los Osos Rd....21-F-4
Merrow W H r 1259 Stafford....2278
Merson James F r Foothill Blvd....1213-J
Metals Reserve Company Portugese Flat Rd....2629
Metcalf Virginia r 2030Broad....299
Methodist Church 884 Pacific....2364-W
Metropolitan Life Ins Co 1042 Pismo....734
Metz Roy F r 1266 Monterey....1131-J
Metzler F H r 1822 Chorro....381-M
Metzler Photo Studio 1017 Chorro....371
Meyer F D r 1817 Garden....733
Meyer Kate Mrs Chr Sci Pr 1318 Garden....215
Michener Richard S Capt r 1516Garden....770-J
Michot Alys r 1328 Osos....2189
Middleton Joseph G phys&surg 1130 Garden....51
Residence Ellen....81
Midget Lunch 1029Morro....2540-J
Midway Hotel 999 Higuera....220
Milburn Thrale H r 282 Chorro....459-M
Military Police 865½ Higuera....691
Millard Clyde r 745Buchon....1174
Miller B W r Ramona Dr....1861-J
Miller Charlotte Miss r 1144 Buchon....296-W
Miller Earl W r 676 Mountain Vw....1141-W
Miller J H r 2105Johnson....1499-W
Miller J N r 278 Lincoln....2715-M
Miller James r 590 Lawrence Dr....1259
Miller Marvin W r 1168 Mill....2445-J
Mills Cecil E r 2575 Lawton....2753
Mills John V Maj r 943C Murray....2728-R
Mills Teresa Mrs r 1127 George....1409-W
Mills W H Mrs r 313 High....2855-M
Mingins Roy court reporter Court House....579
Mingins Roy r 55 Kentucky....2094
Minville W J atty 1115 Chorro....1433
Miossi Ben E r Cuesta Rd....651-J
Miossi Alma r 1145Pismo....677-W
Miossi Gabriel r PismoRd....6-J-11
Mirko M r 721 Branch....708-W
Mission Cafe&Bar 699Higuera....2619-W
Mission Florist 965Monterey....432
Mission Garage 1011 Chorro....388
Mission Hotel 865 Monterey....593-W
Mission Laundry 331 Pacific....1440
Mission Radio&Electronics Co 1001Higuera....1830-W
Mission Restaurant 1015 Chorro....881-W
Mission Tailoring Service 863Monterey....496
Mission Taxi Service 987 Monterey....2
Mission Wrecking & Salvage Co 553 Higuera....1608
Mitchell Agness M r 1103 Toro....270
Mitchell Cleo J r 1341½ Higuera....1007-M
Mitchell F W r 7 California Blvd....259-R
Mitchell K N r 465 Pacific....2007
Mitchell Katherine Mrs r 738 Higuera....2088
Mitchell Thomas A Rev r 1431 Nipomo....2775-W
Mitchell Virginia M r 576 Islay....1332-J
Mitchell Will M r 2014Chorro....2694-M
Mobley A S Title Insurance&Trust Co 777 Higuera....321
Mobley A S r 348Hathway....1230
Mocogni I J r 1914Chorro....2702-J
Model Linen Supply 348 Higuera....1238
Modern Family Laundry 1313 Broad....304
Moebus John F r Fremont Court....659
Moen Della Mrs r 2753 Broad....1368
Molinari S r 392 Pismo....1775
Mom's & Pop's Cafe 662 Higuera....951
Monday Club Monterey....1960
Monserrate D Lt Col r 91 NBroad....2591
Montano Francis r 865 Buchon....1527-J

Montgomery H Ray dentist 781 Marsh....303
Residence 60 Benton Wy....205
Montgomery Ward & Co
Retail Department Store 876 Higuera....2310
Catalog Department 876 Higuera....2576-R
Moody Aubry A r 1172Murray....1837-J
Moore Edna Mrs r 1117 Palm....378-J
Moore Roy F r 405 Branch....601
Moore's Beauty Salon 1118 Morro....12-F-12
Mora L A r Los Osos Rd....2436-R
Mora R A r 358 N Broad....2118-R
Morefield Allen E r 340Pismo....1007-R
Morena Laura r 1415 Higuera....1104-W
Moreno Marie r 547 Pismo....1187
Morgan Gloria r 370 Marsh....510
Morgan James S r 1135 Upham....1325-W
Morgan M S Mrs r 1232 Upham....2139
Morganti L J r 664Monterey....1605-J
Morganti Milo J r 659 Palm....895-J
Morgenstern Ervin r 624 Grove....329-M
Morrell Robert r 517 Hathway Av....2124-J
Morris C A r 534 N Broad....2721-R
Morris G J Capt r 984Murray....2219
Morris Second Hand Store 1115Broad....2191-R
Morrison Gertrude E r 847Rougeot....817
Morrison L J r 1662Hillcrest....2147
Morrison M B r 1274 Bond....2207-W
Morrison R B r 269Hathway....1621-J
Morrow Kay r 1503 Beach....1565-R
Morss Clayton L r 878 Islay....946-J
Moskiman R r 2274 Broad....1340
Motel Inn Monterey....2110-R
Mott Russell r 210 Rafael Dr....1054
Motz Style Shop 856 Higuera....436
Mouchou Leo J San Luis Ambulance Serv 770Torro....1272-J
Mount Grace Mrs r 795 Islay....1400
Mountain View Hospital 1530 Marsh....2026-J
Mozier P Mrs r 1306Chorro....1263-W
Muff Fred r 1130 Marsh....264
Muff G F Valley Electric Co 851 Higuera....776-W
Residence Mountain Vw&Hill....73
Mugler F R Dr San Luis Sanitarium 1170 Marsh....832
Residence 1460 Mill....2577-W
Muir Alan r 1322 Morro....811
Mulkey Grace T r 2014 Osos....614
Muller A V atty Wickenden Bldg....2063-W
Residence 211 Chorro....1240
Mullikin Maurice E poltry Edna....1098
Munger Ward San Luis Welding Works 960Nipomo....1747-M
Residence 880 Meinecke....2531-J
Munk B T r 666Caudill....551-W
Munn Robert O r 480 Buchon....399
Murray I Bruce Coast Counties Adjstmnt Bur 777½Higuera....1342-J
Murray W D r NBroad....237-W
Muscio Dante r 793 Buchon....825-R
Muzio A C r 1519 Higuera....357-W
Muzio Clementina r 1132Monterey....54
Muzio David groc 870Monterey....2079
Muzio Frank D r 1418 Broad....1587-W
Myers F A Mrs r 869 Church....985
Myers R W r 1332 Carmel....1104-M
Myren Arthur B r 588 Buchon....

N

Nadelle M r 663 Pismo....2624
Naler Wyeth I r 1305Palm....1131-W
Narramore Luther r 1020 Walnut....511-W
Naslund Charles r 653 Caudill....909-M
National Cash Register Co 1016 Court....1380
National Catholic Community Service U S O 864 Snta Rosa....2413
National Dollar Store 736 Higuera....623
National Farm Loan Associations 1123 Garden....1386
Nauman J F r 671 Lawrence Dr....967-J
Navone O r 1827 Broad....2103-J
Naylor H P r 661 Buchon....1103
Naylor James C blacksmith 666 Upham....448-W
Residence 2012 Broad....448-R
Neece Harry O r 810 Grove....1061-M
Neece Paul E r 460 Marsh....1050
Neely W M r 125 Snta Barbara Av....2042-R
Negranti Cora r 889 Buchon....216-W
Negranti Neva Mae r 970 Nipomo....313-M
Negranti Virgil r 611 Serrano Dr....1371
Negrich M Mrs r 1970 Chorro....1823
Nehf Otto J r 323Branch....2846-W
Nehi-RC Cola Bottling Co 120 Higuera....2115
Neill Roberta r 887 Nipomo....306-R
Neilsen C r 2527 Broad....412-R
Nelms O P r 797 Christian....2568-J
Nelson A L r 434 High....2269-R
Nelson A R r 101 Foothill Blvd....194-M
Nelson Albert Nelson&Castro 1041 Chorro....254
Residence 1104 Palm....266
Nelson & Castro attys 1041 Chorro....254
Nelson Donald S r 619 Grove....2102-R
Nelson Palmer r 644 Mountain Vw....656-J
Nelson Stanley H Nelson Wm A 982 Monterey....2134
Nelson Wm A insurance 982 Monterey....2134
Residence 270 Snta Rosa....1215-R
Nernof A E r 1625Palm....1618-M
Nernof Tailoring Co tailor 1027 Chorro....103
Neshe Beauty Shop 1072 Mill....2038
Netto M E r Johnson Av....1452-J
Neustrom E A r 1428 Morro....1527-R
Neustrom H E r 225Rincon....2044-R
Nevins Vernon J r 368 Chorro....1720
New Park Grocery Store 1401 Osos....1431
Newberg Roy E r 755Alphonse....382
Newberry E Co Inc 371 Lincoln Av....2428
Newell G S r 1370Broad....670
Newman Grace r 1828Fixlini....692-J
Newman L A r 1610Morro....2754-J
Newton R L r 303 High....454-M
Nichols J R r 122 Villa....1719-M
Nichols Rena K Mrs r 1110 Buchon....748-W
Nicholson Roy E Fuller Brush Co S Highway....2128
Nick Margaret Mrs r 208 Foothill Blvd....2519-J
Nick's Place 986Monterey....2282
Nielsen Harold N r 1720 Chorro....2926-J
Nielsen L J Dr ofc chiropractor 1303 Garden....988
Residence Call "Long Distance" for....Snta Margarita-34-F-13
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Assessor's office Court House....777
Auditor's office Court House....1484
Child Guidance Clinic CourtHouse....104
Children's Home Sunny Acres....829
Clerk's office Court House....76
Commodity Warehouse Higuera&South....1084
Constable Court House....2100
If no answer call....2850
Coroner 508 Higuera....33
If no answer call....2850
Court Reporter Court House....579
Custodian CourtHouse....1831
District Attorney office Court House....1683
Farm Advisor 893 Marsh....1267
Garage 1234Broad....741
General Hospital Johnson....1500
Nurses Home Johnson Av....1822
Health Dept 1009 Morro....2982
Home Demonstration Agent 893 Marsh....1267
Housing Authority 3201 Pine Paso Robles
Call "Long Distance" for....Pso Robls-749
Las Casitas 1185 Islay....2652
Las Higueras 1185 Islay....2652
Law Library Court House....1145
Library Court House....1157
National Farm Loan Association 1123Garden....1386
Planning Commission 997 Monterey....558
Probation Officer Court House....2040
Psychopathic Ward Johnson Av....518
Public Administrator 508 Higuera....33
Purchasing Agent Court House....778
Recorder office Court House....617
Sheriff's Office Court House....2850
Social Welfare 1235 Morro....1797
Supt of Schools office Court House....1034
Superior Judge Court House....2040
Supervisor's Chambers office Court House....76
Surveyor & Engineer Court House....788
Tax Collector office Court House....138
Treasurer office Court House....305
Tuberculosis Sanitarium Johnson Av....1818
Veterans Service Office Court House....1082
San Luis Obispo County War Savings Committee
1131Broad....1345
San Luis Obispo Credit Bureau 987 Osos....315
San Luis Sanitarium 1170 Marsh....73
San Luis Service Station & Garage 1044 Monterey....100
San Luis Sterilization & Mattress Co Buchon&High....405
San Luis Tallow Works ClarkField....2646-W
San Luis Wall Paper & Paint Store 685 Higuera....1072-R
San Luis Welding Works 960 Nipomo....1098
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Santa Barbara Apts 103 SntaBarbara....2928
Santa Rosa Street Market Mill&Snta Rosa....326
Santos Andrew r 2066 Chorro....1028-W
Santos Anthony B r 2136 Broad....1634
Santos Betty r 626 Sandercock....2129-J
Santos Flora G r 463 Islay....201-R
Sarber John r 621HathwayAv....1220-M
Sarmento John E r 303 Branch....1425-W
Sarmento Manuel r 333Branch....2671
Sarmento Pete r 478 Snta Rosa....933-R
Sarter L A r 1528 Nipomo....980-J
Sauer A Co grocery 848 Monterey....27
Sauer Arthur r Monterey....2336-W
Sauer Clara E r 1205 Chorro....111-J
Sauer F G r 1380 Broad....247-J
Sauers Wholesale Co 228 Snta Barbara Av....1248
Savio V r 448 Dana....1665
Scamara A r 340Pismo....2118-J
Scanlin H R Lt r 1135 Buchon....2622-J
Scaroni N Mrs r 923 Murray....2076-J
Schalliol W L Lt r 994Peach....229-M
Schlegel C J rstrnt Avila....8-J-3
Schlegel Henry H r 334FunstonAv....2062-J
Schlicht Anna C Mrs r Cuesta Rd....651-R
Schmeer Gus r 228 Story....1095-J
Schmidt Arthur r 525Dana....2009-W
Schmidt Don J r 910Meinecke....356-W
Schmidt Harley G Mrs r 1022 Leff....471-J
Schmidt W A r 880Pacific....1873-W
Schneider W H r 211Cypress....1113-R
Schroetlin Alex r 1203 Buchon....2163-W
Schultz Lorine r MorroRd....265-W
Schulz Harry E Kipper's 853Higuera....207
Schulze Bros clothing 782 Higuera....364-J
Schulze C L r 641 Islay....1641
Schulze W H r 1339 Higuera....227-W
Schwafel E C r 480 Pacific....233-W
Schwafel P r 1025 Marsh....301
Schwarz Fred Mrs r 217RinconDr....2044-J
Scott Francis R Johnson....2091-R
Scott Wm T Jr r 67 Mt Pleasanton Dr....1849-J
Scribner L B r 477 Buchon....2204-J
Seaback A R r 513 Sandercock....1072-W
Sears Roebuck & Co retail store 879 Higuera....760
Seaside Oil Co Pismo Hwy....1396
Sebastian T Santa Rosa Street Mkt Mill&Snta Rosa....326
Residence 1604 Hillcrest....498
Security-First National Bank of L A 799 Higuera....397
Security Title Ins & Guar Co 1119 Chorro....1015
Seeley Charles L r 1140 Islay....1301
Selhorst Frank r 199 Chorro....2454-W
Sellars Harry H r 874 Center....2414-J
Selvage Alfred F r 2014 Fixlini....1521-J
Semans Hubert H r 69 Benton Wy....1016-R
Serpa Enos r 486Buchon....989-R
Serpa Mary Mrs r 963 N Broad....281-J
Serpa Mary G r 486Buchon....989-R
Serrano Carlos r N Broad....1068-J
Serrano Flora Mrs r 1220 Marsh....328-J
Sevier L V r 575 Buchon....1570-W
Shadinger George H Jr r 1000 South....2422
Shadow Arts Studio photographer 1036 Chorro....431
Shanghai Low 830 Palm....2080-W
Sharp S T r 1043 George....963-J
Sharpe Norman r 2354 Johnson Av....2484-W
Shaw Frank J r 1059½Leff....899
Shawhan Maude E Mrs r 657 Leff....1504-M
Shean Eddie P r 1324 Essex....719-R
Sheehy Tim r 631 Lawrence Dr....1805-J
Sheff Clarence W r 1518 Carmel....2589-W
Sheffer A E r 1365 Palm....877-R
Shekelle P G r 1179 Pismo....1126-J
Shelby R W Waldorf Cafe 975 Osos....1002
Shell Oil Co Inc ofc Poly Rd....98
Shelton Lillie Mrs r 546 Higuera....1664-W
Shen Harry C r 902 Sandercock....1245-W
Shephard Carl R r 743 Buchon....1271
Shepherd Wm Shep Ten Twenty Three Club
1023 Morro....1170
Sherburn Roy M r 1155 Pismo....2729
Sheriff Office Court House....2850
Sherman Edward C Jr phys&surg 784 Marsh....470
Sherman Edward C Jr Dr 6 California Blvd....2043
Sherrard La Vida r 1942Murray....2176-M
Shipsey Annie Mrs r 1266 Mill....423-J
Shipsey W T atty 992 Monterey....282
Residence 1248Marsh....2313
Shirley E R r 1165 Buchon....608-R
Sholes Fred r 74 N Broad....1474
Shook Vance r 740Christian....241-R
Shull E D r Edna Rd....1572-W
Shuttleworth Jos W r 683 Henderson....541-W

Sieff Julius A r Bianchi Ln....429-M
Sieff Julius J Perfect Method Cleaners 983 Osos....1787
Siegel Joseph r 866 Pismo....1854-J
Siegfried Mary RN r 1021Pacific....1233-W
Sierra Joe r 314 Sandercock....454-J
Signal Oil Co 751 Marsh....802
Sigsbee Chas food products 401 High....1602
Silacci Elmer r 1162Pacific....1310
Silacci Henry Northside Grocery 84 Snta Rosa....465
Silacci Pete Jr r 1430 Garden....1316-R
Silva Frank W r 1121 Montalban....1640-M
Silva Georgina r 781 Marsh....1657-W
Silva J T r 1941 Monterey....2441-M
Silva Jack M Kavanagh Dist Co Edna....66
Silva Joe A r Osos Rd....1-F-14
Silva Joe D r ReservoirCanyon....651-W
Silva John J r 1105 South....2275-R
Silva Lewis E r 242 Cypress....2855-W
Silva M C r 796 Christian Av....1643-W
Silva M M r Edna....13-F-12
Silva M T Jr r 197 Beebee....1094-M
Silva Manuel T r 1170 Pacific....1204-W
Silva Melvin r 1453Lizzie....2979-W
Silva Ruby r 1822Fixlini....1514-J
Silva Tony T Evans Brokerage Co 1118 Chorro....63
Silveira A F r 1519 Nipomo....151-W
Silveira John F r Osos....20-F-5
Silveira Luiz F r 610 Mountain Vw....776-M
Silver L P r 1343Marsh....2731-W
Silverio Gregory r 1015 Nipomo....1115-W
Silvia Frank D r 1491 Upham....1289-R
Simmons Charles H r 217 N Broad....2669-M
Simmons M F r Yoakum Tr....2695-W
Simon Chas M Austin's Confectionery 868Monterey....86
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Simons Ardyce r 865Morro....2659-W
Simpson John F r Tank Farm Rd....3-J-4
Sims C J r 810 Sandercock....1465-W
Sinclair W B r 1120 Marsh....512-W
Sinclair's Jewelry 1044 Chorro....1482
Singer J E r 481 Pacific....1307-W
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Sinsheimer A Z r 1020 Marsh....163
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Grocery Dept 849 Monterey....144
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Sirman Raymond r 460 NBroad....2404
Sister Superior r 682 Palm....60
Sister's Inn 208 Higuera....155
Skaar Elgin B r 706Kentucky....1220-W
Skating Rink SanLuisObispoAthleticClub Morro Rd 2618
Skinner Robert L r 2003 Chorro....2803-W
Skinner W W Jr r 669 Lawrence Dr....1805-W
Slater C H r 135 Hutton....1155
Sleep Off The Hi-Way Motor Lodges 1000 South....791
Sliters' Day & Night Drug Store 1634 Osos....660
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Smedley A M r 1319Beach....818
Smee's Plumbing & Heating Shop 1302 Osos....766
Smile Inn 101 Hwy....1937
Smith A R r 559Marsh....1516
Smith Arthur R grocery 2630 Broad....1532
Smith C D r 1269 Stafford....715-W
Smith C H r 824 Meinecke....913-W
Smith C L r 1302 Marsh....566
Smith Clifford Jay r 904MeineckeAv....430
Smith E D r 788Pismo....1759-R
Smith E Taylor hemstitching 1125 Garden....235
Smith Elmer Typewriter Shop The 1014 Court....127
Smith F L r 460 Kentucky Av....2818
Smith F L Mrs r 258 Higuera....2875-W
Smith Frank M r 1320 Osos....291-W
Smith Gloria D r 434Hathway....2623
Smith Helen r 966 Rachel....2024-J
Smith Horace r 2501 Broad....1643-J
Smith M F r 143 Cypress....631-M
Smith M J r 383 Toro....1221
Smith Mary Hammack r 656 Monterey....433-M
Smith R M r 487 Chorro....2527-W
Smith Stratton r 319 High....454-W
Smith Thomas G r 180 Chorro....2858-W
Smith Thomas L r 1802 Broad....860
Smith W R r 456Leff....867
Smith Walter V r 1125 Olive....933-J
Smith Wesley P r 958 Pismo....2126-W
Smith Wm T pub steno 1131Broad....1345
Smythe Phillip B r 743Buchon....1526-M
Snow John K r 965 Murray....1660
Sno-White Creamery 888 Monterey....1872
Snyder G A Dr r 774 Marsh....602-W
Snyder J D r 543Dana....2798
Soldovini Ambrose B r 955 Branch....2933
Sollers Gladys R Mrs r 970 SntaRosa....357-M
Sonflieth Donald J r 1412Essex....2073-R
Soper E W Mrs r 2040 Broad....1690-W
Soper William E r 1809 Garden....2730-R
Sorensen Marvin A Mrs r 1160 Islay....1607-W
Sorensen Roy O r 268½Buchon....1654-W
Sorenson Frank r 239 Beebee....2673
Soto Frank J r 1208 Palm....2781-W
Sousa Alvin r 595 Leff....2162-W
Sousa John P r 128 N Broad....2483-W
Sousa Lillie r 1629Garden....2639-W
Sousa M A r 1510 Broad....696
Sousa Mamie r 680Buchon....2006-J
Southern Counties Gas Co
Office 1141 Chorro....16
If no answer call....490
Night Call 446Hathway....1035-W
Plant Broad....490
Southern Pacific Co Railroad Av....2500
Southern Pacific Milling Co ofc Snta Barbara Av....2200
Gravel Bunkers Snta Barbara Av....1118
Southside Grocery 100 Higuera....1795-R
Souza John R r 981 Palm....2596-J
Sowash George r 1990 Johnson Av....2720-M
Sowles Dorothy Pismo Hwy....1965
Spangler L S r 2603 Broad....680-M
Sparks Beatrice Anderson Hotel Beauty Salon
963Monterey....964
Sparks V D r 1885 Monterey....267-R
Spears George W r 2131 Essex....380-W
Speer Robt r 487Marsh....1189
Spence A F r 516 Mitchell Dr....688-R
Spencer S r 857 Snta Rosa....694-W
Spencer Saml R r 883Rougeot....937
Spillers Harold D r 664 Leff....203-W
Spink Ray auto repair 1365 Monterey....754
Spinney H L Kirtland Howard B 1114 Marsh....72
Spinney Harry L Dr r 700 Grand Av....2307-J
Spiro R R r 976Buchon....349-W
Spooner A B Jr r EdnaRd....4-J-11
Spooner C R r Osos Rd....21-F-3
Spooner Q G r 451 Chorro....268-J
Spotless Cleaners 403 Higuera....517
Sprague Walter r 980 Islay....467-W
Spreafico Romeo r Pismo....7-J-13
Spurgeon Herman r 3005 S Broad....2482-W
Squire Robert D r Avila Rd....7-F-11
Stacey Richard C Mrs r 1534Chorro....1472
Stag Billiard Parlor 956 Monterey....202
Stairs Jas W r Morro Rd....1569-W
Stalnaker I H r Avila....7-F-12
Stalnaker S H r 2367Lawton....1058-J
Standard Auto Parts auto equip 1085 Higuera....1200
If no answer call....2795-R
Standard Brands Inc 1910 Ruth....2223
Standard Liquor Store 875 Monterey....1120
Standard Motor Sales 990 Higuera....44
Standard Motor Service 990 Higuera....22
Standard Oil Co of Calif Hathway Av....2316
Standard Station No 150 AD Marsh&Higuera....1707
Standard Stations Inc
No 343 1066 Monterey....731
No 3280 1565 Monterey....1004
Staniere Tom r 748Grove....995-J
Stapp Gholson r 1619 Chorro....2162-J
Stapp W E r 1620 Garden....2145-J
Star Auto Court PismoHwy....872-W
State Farm Insurance Companies 1016 Court....1380
Stearns M H r 874 Higuera....333
Stephan George E exectv dir Hseing Authority of
San Luis Obispo County 3201 Pine Paso Robles
Call "Long Distance" for....Pso Robls-749
Stephens J M r 68 Mt Pleasanton....1207-W

Stephenson Roy r MorroRd....1569-J
Stevens Ed r 658 Pismo....345-W
Stevenson Ellen M Mrs r 978 Chorro....358-J
Stevenson's Millinery Shop 1030 Chorro....981
Steve's Coffee Shop 1050 Monterey....85
Steve's Garage San Luis Service Station&Garage 1044 Monterey..100
Steve's Taxi 1016 Morro....10-J
Stewart Edw Capt r 1042Pacific....1121-W
Stick John r 111 Story....588-J
Stillwell John W r 447 Lawrence Dr....376-J
Stinner H E Lt r 1130 Islay....2267-R
Stockird Les E Bachino&Stockird 740 Higuera....393
Residence 209 N Broad....2164
Stocklausen Gus r 512 Dana....2769
Stockle Ruth r 1212Frederick....2951-J
Stoddard Elsie Mrs r 130Price....1646-J
Stoddard Robt W Mrs r 1530Beach....2204-R
Stokes Dorothy E r 1029 Pacific....883-R
Stokx A E r 503 Mitchell Dr....1140-M
Stolz Bert r 1190Monterey....2050-M
Stone Floyd L Capt r California....2314-J
Stone J T r 911 Branch....1465-M
Stone L C r 4 California Blvd....977
Stone Lewis H Lt r 436Pismo....1202-J
Stornetta A r Edna....17-F-5
Stornetta Louis P r Edna....17-F-11
Storni A N r 754 Lincoln Av....459-W
Storni C J r 772Essex....2309-J
Story George Mrs r 1342 Garden....1316-J
Stotler Verona r 773 Essex....799
Stover Lewis r 1047 Palm....650-J
Stowe C D r 1641Hillcrest....1517
Stowe Independent Oil Co&Trailer Sales 996Marsh..2701
Stoy Edward G r Pismo....10-R-3
Strader C R locksmith 1131 Garden....984-W
Residence 227 Lincoln....984-R
Strome Fred F r 934 Branch....2284-J
Strong's Cleaning Works 659 Higuera....236
Studle Leo r 497 Islay....1743-J
Stuflick Chas 1026Chorro....1043
Stumpf Edith Margaret r 738 Higuera....1219
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Sullivan Lillie r 622 Brizzolara....2265-M
Sullivan M W Col r 865Morro....2668
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Sunnyside School Osos Rd....20-F-21
Sunset Transfer Co 390 Pacific....800
Sutherland Florence r 784 Snta Rosa....1205-W
Swadener Robert B r 517 Kentucky....1212
Swader Carl r 1168 Mill....2445-R
Swain Vernon R r 758 Grove....905-J
Swans Motel S Highway....2019
Swanson Betty Mrs r 1043Marsh....1454
Sween Jack r 362 Hathway Av....628-R
Sween K A r 1360 Pacific....882-J
Sweeney Edward r 430 Pismo....2085
Swinnerton S M r 552 N Broad....128-J
Swinney Ames P r 1341 Osos....2518-R
Swinney Mabel Mrs r 1803 Garden....2086
Switzer Chas L r 1318Murray....2546
Sworthout H G r 781 Peach....1478-W
Sycamore Mineral Springs Avila Rd....8-J-12
Sylvester Antonio r Avila....2-R-4
Symons Fred H r 133 Cypress....495-W

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Taff H L r 1028 Pismo....831
Taft Jeanette Mrs r 304 Higuera....288-W
Tagett H A Lt Comdr r California....1592
Tagliabue Wilbur F Capt r 785Johnson....1231-R
Takken Harry W r 811 Mission....484-R
Talbot Parker S L O County of Farm Advisor 893 Marsh..1267
Residence 1794 Sn Luis Dr....1060
Talbott M M r 789Toro....1192-W
Tallman R W r 1630Fairview....1508-W
Tamo Agnes Mrs r 685 Snta Rosa....1108-R
Tamo Virginia r 1163Peach....1003-W
Tanore Leslie E r 175 Brook....2609-W
Tappa Roy r 1263Pismo....1807-M
Tartaglia Ed r 762 N Broad....2354
Tartaglia Henry C r 626 N Broad....605-W
Tarwater Clara r 750 Leff....1844
Tasty Coffee Shop 895 Higuera....847
Taves Frank r 2644Chandler....2262
Taylor Alex r N Broad....1466-R
Taylor E N r 1521Palm....1143-R
Taylor Edward T r 1113Marsh....1838-W
Taylor J L r 664 Pacific....2799-J
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Taylor L E r Los Osos Rd....242-J
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Residence 691 Grove....1336
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Telegram Press 1240 Morro....1399
Telegram-Tribune Co 1240 Morro....900
Ten Brook E G r 1616Palm....1347-W
Ten-Twenty-Three Club 1023 Morro....1170
Tercis Frank r 479 N Broad....2892
Terra Samuel r 469 Dana....1339-W
Terrill R r 782 N Broad....120-J
Texaco Service Station 311 Higuera....1736
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Thompson Edwin P r 329 Snta Barbara Av....757
Thompson G F r 432 Buchon....551-M
Thompson J I r 106 Snta Rosa....1215-M
Thompson Sam Mrs r 1639 Higuera....1388-W
Thompson Wm F Lt r 1519A Beach....2589-J
Thomson Jane Elizabeth r 1624 Morro....1222
Thomson John W r Monterey Hts....383-J
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Residence 1045 Buchon....276-W
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Thorndyke Roger r 681 Kentucky....1878-R
Thorne Charles K r 612 Mitchell Dr....2771-J
Thorne M Mrs r 2401 Broad....559-R
Thorne Vivian L r 1137 Carmel....848
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Thornton Elmer E r 790 SntaRosa....2925-J
Thresh E H r 1862 Fixlini....439
Thresh E H Jr r 1640 Phillips Ln....1788-R
Thresh E H Inc autos 1101 Monterey....102
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Throop Francis H r 1339 Marsh....1462
Thurlow Leonard Mrs r 868 Church....1820-J
Thurman G B r Avila....1-J-1
Tide Water Associated Co Associated Oil Co Orcutt Rd..727-W
Tiemann A W r MontereyHts....2206
Tiernan Lloyd E r 2065 McCullom....1802-R
Tiessen Nick r 875Mission....2839
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Tiffin J I r 1517 Morro....2831-W
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Todd Lafe r 1176 Pismo....1046
Tognazzini Albert Budweiser Tavern 1032 Chorro...1935
Tognazzini Elmer r 1019 Peach....870-J
Tognazzini Luke r Edna....6-J-3
Tognazzini M P Hotel Obispo 1025 Court....189
Tognazzini Mercedes Mrs r 1052½ Peach....1493-R
Tognazzini Sam r 1022 Mill....590-J
Tomasini A E comprsrs 1922 Johnson....1424
Tomasini Ben r Morro Rd....13-J-1
Tomasini E r 1627 Phillips Ln....2554-J
Tomasini Luis E r 1637 Broad....1127-R
Tomasini M Mrs r 1132 Buchon....1327-W
Tomasini T Standard Station No 150 AD Marsh&Higuera..1707
Tomasini Tildo r 1737Garden....1703-W
Tomasini Wilmar r 880Mission....2891-J
Tondro L W Maj r 1236Higuera....2352
Tonini John r 309 Sandercock....1774-W
Tonini John C r Osos Rd....1-F-11
Tonini M R r 655 N Broad....2499-W
Tooker Ada M r 742 Pacific....813-W
Torbet John A r 1051 Leff....693-J
Torres V R r 751 Branch....2321
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Towle Clarence E r 778 Osos....285
Townsend's Coffee Shop&Cocktail Lounge 990Monterey..1261
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Treanor Jesse r 377 SntaBarbara....2702-W
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Tromer Edw F r 2549Johnson....2720-R
Trout Sam r Osos Rd....21-F-12
Troutner Bill r 226 Rafael Dr....1010-J
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True Raymond Mrs r 819 Branch....1181-M
Tucker H L Mrs r 655Kentucky....1652-M
Tudor W O r 1203 Pismo....1057-R
Tuley W Lloyd r 384 Islay....1334
Turley Margaret r 220Branch....2883
Turner Hugh A r 1520 Morro....341-J
Turner W A r 1598 Monterey....1158
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Turri E Mrs r 870 Osos....809-J
Turri Joe r Osos Rd....1-F-3
Turri Rena r 1227 Chorro....2420-W
Turri Wm R r Los Osos Rd....1-F-2
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War Manpower Commission U S Employment Service 738 Pismo..2010
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Van Carl 1035 Stenner....1903
Van Clark Worth r 869Nipomo....157-M
Van Gladys r 257 Snta Rosa....1745-W
Vandam N E r 1828 Fixlini....671-W
Vanderberg E G r 878 Snta Rosa....2719-R
Vanderloo John J r Orcutt Rd....13-F-4
Van Gorden Frances Mrs r 1325Pismo....1675-W
Van Harreveld J J Mrs r Avila....8-R-2
VanLeeuwen E G r 1510 Higuera....2795-J
Van Ronk Alice r 267 Sandercock....2463-R
Van Roy N r 259 SantaRosa....2689-W
VanSchaick J E Mrs r 1603 Higuera....2495-W
VanShaick E C r 531Dana....2770
Vaudoit F A r 533 Pismo....894-W
Vaudoit Ray Associated Oil Ser Sta 1108 Monterey..1497
Vaudoit Raymond r 779 Snta Rosa....1110-W
Vaught Jas B r 1043Marsh....1121-J
Vear Matt r Vachell Ln....3-F-11
Vega Jas M r 110Grand....992
Venema George r 670 Caudill....412-J
Venema John r 215 Branch....1479-W
Venus Dorothy r 820 Pismo....1649
Vermazen A J r 1178 Pacific....1617-J
Vermazen J E r 1178 Pacific....1611
Veteran's Hall Court House....65
Vetter William J r 673 Snta Rosa....1493-J
Victorino George r 603 High....2805-J
Victorino Thomas J r 1043 Pacific....178-W
Vieira Thomas r Edna Rd....17-F-3
Vigneau's Jewelry Store 867 Monterey....593-J
Villa Ella Miss r 1534 Osos....2267-J
Villa Frank A r 807 Francis....532-R
Villa Frank N r 24 Mt Pleasanton....1147-W
Villa Irvin C r 856Mission....2891-W
Villa J A r 767 Francis....532-J
Villegas William r 1662 Fairview....1105
Vincent Alma F r 1602 Osos....165
Vinson Mamie r 1150 Palm....690-W
Vogel Alfred r Pismo Hwy....7-R-13
Vogenson L H r 443 Islay....2825-W
Vogt Paul R Maj r 561Buchon....1739
Vollborn Charlotte W r 1343Higuera....1387-J
Vollmer Ernest real estate 740 Higuera....700
Residence 1116 Pismo....695-W
Volock Victor r 1719 Broad....1504-W
Voss Roy r 1706 Corralitos....2750-W

W

W O W Hall Assn 1212 Chorro....595-W
Wabbel R M r 1424 Toro....2135-R
Wade L C Mrs r 670 Buchon....91-M
Wagner A F r 1329-1st....1270-R
Waite Chas E r 1446 Lizzie....1011-W
Waldmeier James r 368 N Broad....2224-J
Waldorf Cafe 975 Osos....1002
Waldvogel F J Rev r 851 Leff....1198
Walker D B Lt r 1119Peach....1451
Walker J T Mrs r 2450 Story....1468-J
Walker Lawrence J r 797 Mitchell Dr....414-R
Walker Melvin r Edna Rd....5-J-1
Walker R G typwrtrs 785Marsh....1676
Walker R G r 1012 Pacific....1242-J
Walker Sallie Mae r 605 Snta Barbara Av....1826-W
Wallace A D r 1170 Buchon....672-W
Wallace Helen I r 1171 Pismo....2005-J
Walley Henry r 522 Higuera....331-J
Walling Clarence r Sweeney....1255-J
Walter Charlie r 383 Chorro....2617-R
Walter Mary r 896 Buchon....216-J
Walters H S Dr phy&surg 759 Monterey....26-J
Residence Lawrence Dr....26-M
Walters Viola E r 1640 Osos....2876
War Bond Office San Luis Obispo County War Savings Committee 1131Broad..1345
Ward A E r 440 Higuera....2861-J
Ward F L Mrs r 671Pacific....171-W

Ward Rose Miss r 620 Hathway Av....2774-M
Warden H M r OsosRd....21-F-5
Warden Robert D r Osos Rd....1-F-4
Warden Roy Mrs r 1264Marsh....2834
Warden Roy V r 1720 Johnson Av....1508-J
Warden W H r OsosRd....21-F-21
Wardrobe The cleaning 1137 Garden....892
Warnken Ruth A r 1122 Ida....2122
Warren A C r 1210 Carmel....497-J
Warren C J r 811 Branch....955-M
Warren H P r 338 Buchon....2638-M
Warren Roy P r 1135 Walnut....443-M
Warthen B E Simon Levi Co Ltd 904High....1894
Warthen B E r 261 Sandercock....1894
Washburn Lester E Mrs r 1367 Higuera....666-J
Wasson J & M Co Vachell Ln....1506
Wasson John Wasson J&M Co Vachell Ln....1506
Wasson R J r 218 Rincon Dr....2599-J
Waterman Mildred r 466 Dana....413-W
Waters Elva r Morro....13-R-2
Waterstreet K H r 1841 Slack....2970
Watson J Edward r 858 Chorro....592-W
Watson Wm 868Center....2318-W
Waymire Jack r 1387-2d....2888-M
Wayside Inn Edna Rd....1915
Weathers G W r 229 Harris....2437-R
Weathers Rose r 136 Cypress....480-J
Weaver Glenn A r 1127Peach....996-M
Weaver W K Jr Lt Col r 1256Bond....2464-R
Webb Martin B r 306 Beebee....871-R
Weber Baking Co 283Lincoln....214
Weber Lila r 842 Leff....2109
Weber Norman r 1227 Buchon....1762
Webster Margaret M r 1034½Peach....2288-W
Weckerle M J r 639Leff....2477
Weddell Frank A r 1515 Beach....2656
Wee Shop The 1117 Chorro....487
Weeber Celia H RN r 1317½Palm....1434-R
Weed R E r 534 Hathway Av....2513
Weems Garner C Mrs r 256 Buchon....924-J
Weigel Geo D Lt r 268 SntaRosa....1745-J
Weir C J r 2701 Story....2635
Weir George r 655 Islay....203-M
Weishar J A r 1755 Corralitos Av....1697-J
Weishar's City Pharmacy 858 Higuera....112
Weldin M E r 1029 Islay....1364-W
Wells Ella W Mrs r 1115 Islay....692-R
Wells Ellen T r 722Buchon....607-W
Wells Jas T r 1112Peach....2395-W
Wells R G r 1729 Morro....1820-W
Wells Reuben R r 850 Leff....1530-W
Wells Wm F r 1334 Chorro....111-W
Welsh Lyda F apts 1314 Palm....47
Welsh Madeline C r 884 N Broad....1355-M
Welsher Lena Mrs r 1238 Marsh....763-W
Wender Estelle r 1516Broad....2647-J
Werber Alfred B r 1132Garden....2266
West Coast Photo&Novelty Co 1650Palm....2401
Westbrook Earl D r 1195 George....1757-W
Westbrook William M r 747 Monterey....1728-R
Western Auto Supply Co 951 Higuera....993
Western Union Telegraph Co 979 Monterey
To send a telegram call....Western Union
For all other purposes call....1670
Westfall Claude r 175 High....2053-W
Westling Iva r 525Caudill....1554-M
Westside Auto Parts Co 1229 Monterey....908
Wherrit Raymond 2297 Johnson Av....943
Whitaker Ernest r 552 Higuera....1889-R
Whitaker J H r 859 Ida....995-W
Whitaker Jess L r 1150 Grove....1049-J
Whitaker's Furniture 766Higuera....1006
White C G Mrs RN r 860 Osos....2439-W
White E F r 1556 Monterey....888-M
White Ellen r Morro....13-R-2
White George H r 1312 Broad....2799-W
White Gladys r 1309 Pismo....816-R
Whiteman Stephen r 771Toro....936
Whitener W A r 524 Mitchell Dr....1892-J
Whitey's Army&Navy Store 993Higuera....1768
Whitmer Keith r 506Hathway....765-W
Whitney Alice r 1148 Olive....933-W
Whity's Drive-In Osos&Marsh....2581
Wickenden Eric C r 1780 Conejo....1461
Wickenden W C securtes 1035 Chorro....858
Wickenden W C r 738 Higuera....749-W
Wickenden's men's wear 837 Monterey....1511
Wide Awake Cafe 1129Monterey....1343-W
Wieland A J r 1434 Marsh....1827
Wieser Rose Mrs r 857 Leff....1899-J
Wieser W L r 1838 Johnson Av....2636-R
Wiggins Noriene W r 517 SntaBarbara....2369-J
Wilbert J A r 1912 Osos....212-J
Wilcox Louis E r 1224 Higuera....2344-W
Wiley S V r 780 Toro....1192-J
Wilkins C E Mrs r 466 Marsh....982-R
Wilkinson C E Sgt r 462Pismo....1583-J
Wilkinson H J r 1176Pismo....2722-W
Wilkinson Harold A r 752 Islay....1309-J
Wilkinson J W r 412 Marsh....2055
Willard M S r 2048 Hope....1524-J
Willett Richard L r 688 Ida....2245
Williams Barbara V r 774Marsh....1860-W
Williams D D r 675 Toro....1160-M
Williams Dale r 454½ Islay....1609-M
Williams Don E r 1808 Abbott....2307-W
Williams Edmond r 1444 Morro....179-J
Williams Edward L r 220 Story....2551-J
Williams Eleanor r 1042A Pacific....2939-J
Williams Emma E r 1158Murray....2930
Williams Gladys M r 767 Christian Av....1442
Williams Guilda Mrs r 388Chorro....327
Williams H A r 1218George....1325-J
Williams H O Cudahy Packing Co 173 Chorro....1071
Williams Herbert E r LosOsos....12-F-11
Williams J E r Orcutt Rd....5-R-1
Williams John r 454 Islay....277-J
Williams Kline r 610 Monterey....2183
Williams Leonard G r 1514 Osos....2051-R
Williams Minnie F Mrs r 1652Fairview....1603-M
Williams O M Pac Tel&Tel Co The 853 Marsh....1575
Residence 806 Meinecke....1432
Williams R H r Morro Rd....2233-W
Williams Ronald A r Avila....8-J-11
Williams Thomas H r 1543 Morro....2717-J
Williams Tillie r 1144 Marsh....742-W
Williams W R r 1061 Grove....1464-W
Williamson Howard L r 665 Leff....2074
Willis Bill r 1512 SntaRosa....2953
Willmirth Bert r 207 N Broad....2863
Wills H J r Rincon Dr....2110-J
Wilmot Clyde r 1183 George....1359-M
Wilshire Oil Co 101Hwy....565
Wilson A Gaylord r 1627 Broad....2451-W
Wilson H W r 1607 Phillips Ln....1374-R
Wilson Leo J Mrs r 1530 Nipomo....1332-W
Wilson Louis H r 743Branch....1685-J
Wilson Marie L r 727 Islay....2322-J
Wilson Merle E r 1767 Corralitos Av....2127
Wilson O F r 622 Brizzolara....2265-R
Wilson Ralph L r 535 Mitchell Dr....1770
Wilson Ralph O r 313Branch....871-M
Wilson Tex r 660 Snta Rosa....534
Wilson Walter K r 1544 Morro....1692-J
Wilson's Cash Store 2039Broad....2713
Wilson's Flower Shop 1110 Garden....622
Wineman Hotel Higuera....1800
Winkley Boarding Kennels Orcutt Rd....5-J-2
Winn Clyde B r 1969 Chorro....2694-W
Winner C Paul r 226 Rincon Dr....2350-J
Winters D N r 1220 Mill....2544-W
Wisberg H P r 645 Sandercock....1574-R
Wise Earl r 346 Buchon....894-J
Witasek Ralph J r 568 Mitchell Dr....1136-M
Witbeck Bessie r 1540 Snta Rosa....154-R
Witcosky Alice Mrs r 870 Islay....646-J
Witcosky Co slaughter house Vachell Lane....2123
Wholesale Meats 715Higuera....61
Witcosky Frank Jr r 142 Harris....480-W
Witcosky Fred livestock 1057 Buchon....1534
Wohlgemuth Edw W Capt r 1070 Islay....2473-R
Wolf Harry K r 869Center....444
Wolfe C H r 671 Park....519-W
Wood Helen r Conejo....1041-W
Wood Hilda B r 503 High....2620-J
Wood Justin A Major r 1042 Foothill Blvd....1559-M
Wood M A r 522 Dana....1182
Woodford E A r 210 Rincon Dr....2350-R

Woods O E r 1402 Marsh....290-R
Woodworth Herman r 566 Lawrence Dr....206-W
Woolworth F W Co 778 Higuera....2458
Workman Nellie r 252 Sandercock....2463-M
Wornom R G Newberry E Co Inc 371 Lincoln Av....2428
Worthington W r 858 Humbert Av....2757-M
Wozniak S V Mrs r 1314Essex....1092-J
Wreden Henry Jr r 397 Lincoln....486-J
Wreden Jane Mrs r 1746 Chorro....1410-J
Wright Donald G r 1263Marsh....763-J
Wright H r 358 SntaRosa....2067-W
Wright Jessie Mrs r 726 Buchon....1568
Wright L H r 675 Brizzolara....313-J
Wright Lorraine Cobb Cobb's Fremont Grocery 1208 Peach....637
Wright Lucille L r 1427Beach....1416
Wu H M Dr herbalist&osteopath 1128 Chorro....1750-W
Wu H M Dr r 481 Lawrence Dr....2434-M
Wunderlich A M Maj r 681Grove....1262-M
Wyatt Glynn A r 1219 Ella....212-W
Wyatt W C r Edna Rd....1255-W
Wybrandt H P r 470Grand....2161-J

Y

Y M C A U S O 864 Snta Rosa....725
Y W C A U S O 864 Snta Rosa....2787
Yager Andrew r 2231 Broad....559-J
Yager Margaret M r 844 Venable....979-M
Ybarra John r French Rd....2177-W
Yellow Cab 1044 Monterey....100
Yenter Mary r 954 Pismo....1581-M
Yoakum Jesse r Edna Rd....2553-W
Young C R r 1240 Ella....2338
Young Claude r Pismo Rd....7-F-3
Young E S Young's Beauty Shop 1037 Monterey....391
Young E S r 1867 Fixlini....1096-W
Young Emma r 964 Rachel....1376
Young P T r 1867 Fixlini....1096-W
Youngman Lawrence J r 966Buchon....1828-J
Young's Beauty Shop 1037 Monterey....391
Yours & My Furniture Store 1127 Broad....942
Yowell Carl r 1151 Mill....1315-W

Z

Zanoli Frances Mrs r 1037 Mill....2830-W
Zanoli Jess r 1000 Mill....2072-W
Zanoli Wilfred r 1437 Beach....521
Zegar Apartments 1626 Osos....1902
Zegar Steve r 2110 Monterey Hts....10-M
Zellner W M r 549 Hathway Av....774-J
Zerfing A L r 1228 Mill....1256-W
Zuiderweg P J r 210 Beebee....556-M

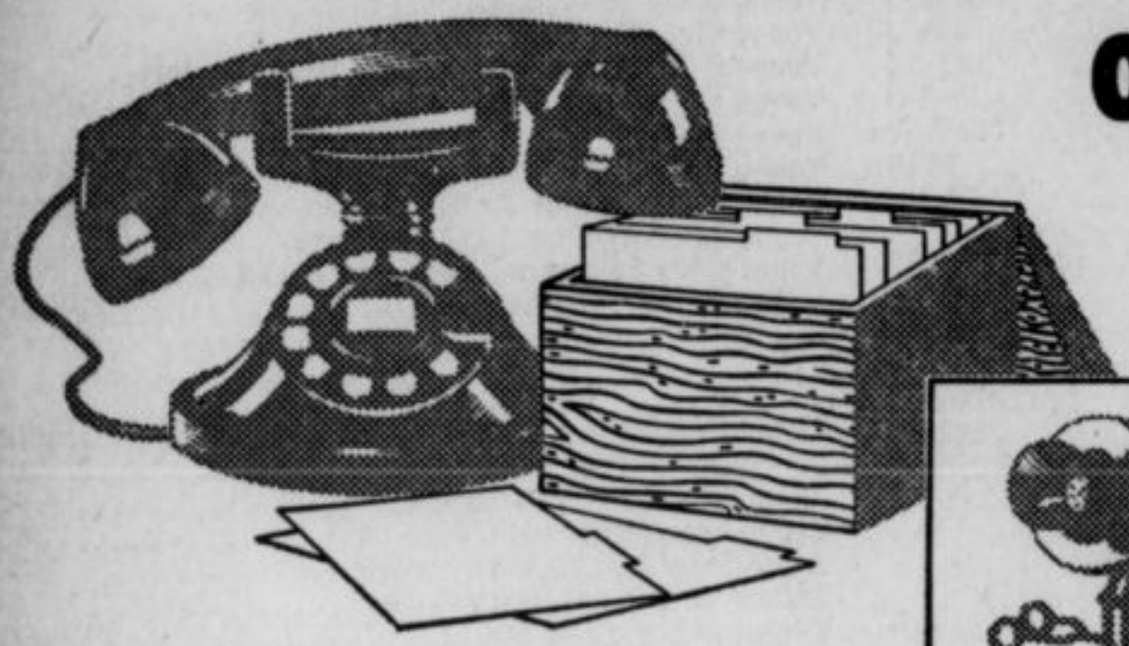
You can never tell who is calling

There are men and women who get so engrossed in what they are doing that they let their telephones ring a minute or so before they answer.

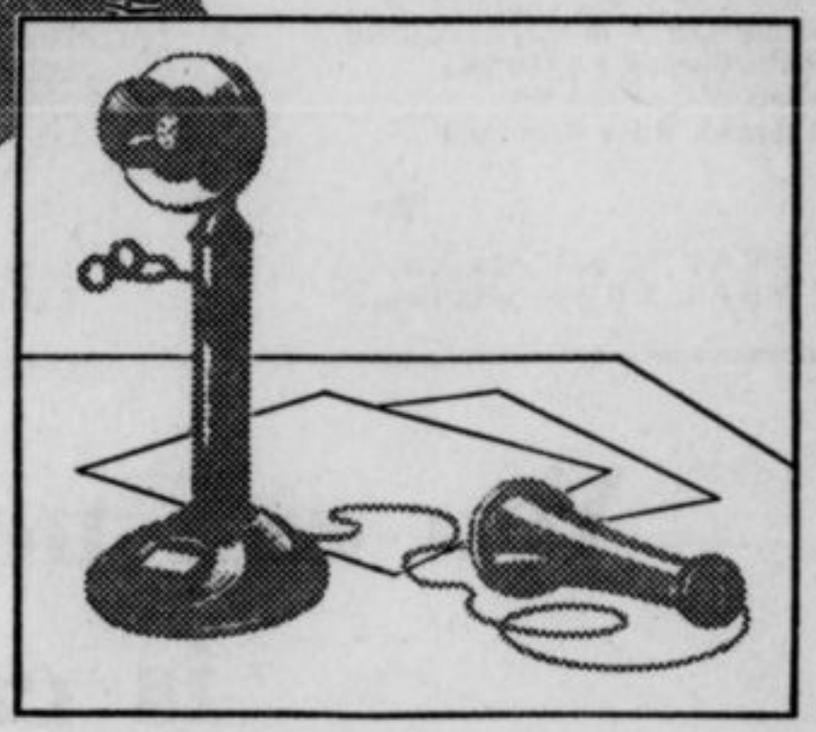
A natural thing, sometimes, but don't you agree that friends, customers, business associates who come to you by telephone should be received at least as quickly as though they came in person?

A prompt answer is telephone hospitality—and courtesy insurance!

"Off the hook" means off the job



Books and other articles can lift the receiver "off the hook." Keep a clear space around your telephone.



If the receiver is left "off the hook," the line will test "busy"—others will not be able to reach you. Please replace the receiver after telephoning.

OCCASIONALLY a telephone receiver is left "off the hook" while someone is being summoned to answer on an extension.

Whatever causes the receiver to be out of place interrupts your service—perhaps causes you to lose calls that are important . . . and ties up war-busy central office equipment.

Please keep the receiver in place when it is not in use.

Your co-operation in the thoughtful wartime use of the telephone is more and more important every day.

CALIFORNIA TELEPHONE DIRECTORIES

YELLOW PAGES

LOCALITY: San Luis Obispo County

YEAR: February 1945

Classified Telephone Directory

For

SAN LUIS OBISPO COUNTY

FEBRUARY 1945

For Information Concerning This Classified Directory, Please Call Our Business Office.

Abstractors–See Title Companies

Accountants

Anderson H D.....Cambria-38

BOYCE J EARLE

AUDITOR - PUBLIC ACCOUNTANT
INCOME TAX SERVICE
ACCOUNTING SYSTEMS
MONTHLY SERVICE

Room 207
Bank of America Bldg.....Sn Luis Obspo-886

Derby Mabel Miss 623-2d.....Pso Robls-1164-W

HALL WILLIAM O

INCOME TAX
CONSULTANT
AUDITING

779Marsh.....Sn Luis Obspo-2114

Wennberg Carl G 1229 Pine.....Pso Robls-143-W

Adding & Calculating Machines

HILL'S STATIONERY
1127 Chorro Sn Luis Obspo-1403

REMINGTON RAND ADDING MACHINES–
REMINGTON RAND INC
Remington Rand-Dalton Sales & Service
Remington Rand Printing Calculators
785 Marsh.....Sn Luis Obspo-1676

TYPEWRITER SHOP THE

ADDING MACHINES
Sales & Service
REMINGTON - VICTOR
CORONA - R. C. ALLEN
FRIDEN CALCULATORS
CHECK PROTECTORS

1014 Court.....Sn Luis Obspo-127

WALKER R G 785Marsh.....Sn Luis Obspo-1676

Addressing

See Letter & Addressing Service

Sometimes a Long Distance call of yours may be delayed because many thousands of war calls are marching along the lines.

We'll do our best to give you the essential calls if you'll go easy on the unessential.

Adjusters

Coast Counties Adjustment Bureau
C S Walker
777½Higuera.....Sn Luis Obspo-399
Fire Companies' Adjustment Bureau Inc
L F Keel-Resident Adjuster
793 Higuera.....Sn Luis Obspo-1968

Advertising–Radio

See Radio Broadcasting Companies & Stations

Advertising Signs–See Signs

Agricultural Implements

Cuendet F 1304 Railroad.....Pso Robls-130-J
FARMER'S HARDWARE & EQUIP CO
581 Higuera. Sn Luis Obspo-852
Livingston E C Co 1236 Railroad.....Pso Robls-534
Loomis E C & Son 415 Branch.....Aroyo Grnde-32
MOORE JOSEPH G CO 1306 Pine.....Pso Robls-173
113 W Chapel Snta Maria
(Toll) Call "Operator" for.....S Maria-5
Union Hardware&Plumbing
1119Garden. Sn Luis Obspo-164

Air Compressors–Renting

TOMASINI A E

AIR COMPRESSORS &
TOOLS RENTED
SALES & SERVICE
DRILLING - BREAKING
CHIPPING - TAMPING - Etc.

1922 Johnson.....Sn Luis Obspo-1424

Ambassador Venetians

Look on "V" pages under "Venetian Blinds–Retail"

☆ ☆ ☆

BUY WAR BONDS

FOR VICTORY

☆ ☆ ☆

Ambulance Service

Gray Harry S Funeral Chapel & Crematorium
S Highway . Atascadero-98
Kuehl Funeral Home 1703 Spring . . . . . Pso Robls-301
Palmer C W Ambulance Service
1264 Higuera . Sn Luis Obspo-452
SAN LUIS AMBULANCE SERVICE
770 Toro . Sn Luis Obspo-436
(See Advertisement This Page)

Amusement Devices

Gouff Mitchell E 101 Hwy Templtn-13
Taft George D 144-18th . . . . . Pso Robles-715

Amusement Places

Kelley A R 424 Cypress . . . . . Pismo Bch-8-W
Murray Arthur 409 Stimson Av . . . . . Pismo Bch-83-W
Pismo Arcade 443Cypress . . . . . Pismo Bch-192
Pismo Bowl PomeroyAv . . . . . Pismo Bch-191
Red Rooster 501Cypress . . . . . Pismo Bch-186
San Luis Obispo Athletic Club
Morro Rd . Sn Luis Obspo-2618

Ant Control—See Exterminating

Antiques—Dealers

La Cabana Shop 745 Higuera . . . Sn Luis Obspo-863-R

You can help the boys in service get better telephone service if you do any Long Distance calling of your own at hours other than between 7 and 10 o'clock each night. That's about the only time they can get to the telephone.

AMBULANCE
Service Exclusively!
DAY PHONE
San Luis Obispo 3
NIGHT PHONES
San Luis Obispo 436
or
San Luis Obispo 2552-W
RATES ON OUT-OF-TOWN CALLS
SPECIAL ATTENTION TO TRAIN CALLS
We Serve Any Community - Red Cross Trained
ALL AMBULANCES FULLY EQUIPPED
First Aid Equipped - Heated & Air Cooled
SAN LUIS AMBULANCE SERVICE
Independently Owned & Operated
770 Toro San Luis Obispo

Apartments

Adams Court Hollister&Dolliver . . . . . Pismo Bch-150
Beach Apartments 266 StimsonAv . . . . . Pismo Bch-19
Breaker's Apartments 278Hinds . . . . . Pismo Bch-325
Dolliver Apartments 424Pomeroy . . . . . Pismo Bch-164
El Marero Hollister . . . . . Pismo Bch-196
Gotham Court 256 Ocean Vw Av . . . . Pismo Bch-106-J
Kullgren Apts Alamo Av Atascadero-152
Morro Apartments Kings Av . . . . . Morro Bay-3771
Pizmo Apts Dolliver . . . . . Pismo Bch-107
Place Apartments 801Pin . . . . . Pso Robls-791
Reynolds Lovis Mrs 687 Islay . . . . Sn Luis Obspo-1235
Riverside Apts 13th&Riverside . . . . . Pso Robls-703
Santa Barbara Apts
103 SntaBarbara . Sn Luis Obspo-2928
Sea Garden Motel Apts
Rates By The Day Week or Month
440 Stimson . . . . . Pismo Bch-69
Seashore Apartments
12 Apartments-Weekly & Monthly Rates
Stimson . . . . . Pismo Bch-168
Seaview Apartments Cambria-22-Y-22
Stratton Court 450Main . . . . . Pismo Bch-97
Tree House Apts S Highway Atascadero-172
Welsh Lyda F
Furnished Apartments
1314 Palm . . . . . Sn Luis Obspo-47
Zegar Apartments 1626 Osos . . . . Sn Luis Obspo-1902

Army & Navy Goods

Brooks Uniform Co
See Our Adv Under Uniforms
998 Monterey . . . . . Sn Luis Obspo-2228
HARBEN ARMY SUPPLY 1221 Spring . Pso Robls-452
HUGO'S WESTERN SHOPS
840Monterey . Sn Luis Obspo-620
Newberry E Co Inc 371 Lincoln Av . Sn Luis Obspo-2428
Owens Co 1019Morro . . . . . Sn Luis Obspo-1169
SAM'S ARMY SUPPLY AND TAILOR SHOP
Store No 1 627-12th . . . . . Pso Robls-761
Store No 2 1334 Spring . . . . . Pso Robls-620
UNIFORM SUPPLY COMPANY
See Our Adv Under Uniforms
1316 Spring . . . . . Pso Robls-938
Whitey's Army&Navy Store
993Higuera . Sn Luis Obspo-1768

Asphalt & Asphalt Products

ROSELIP WALTER B
ASPHALT & ASPHALT PRODUCTS
ASPHALTIC PLANT-MIX
ROCK & SAND
GRADING & PAVING
FerrocarrilRd Atascadero-20
If no answer call . . . . . Sn Luis Obspo-785
If no answer call . . . . . Sn Luis Obspo-211-W

Associations

See also Clubs; Fraternal Organizations; Labor Organizations; Etc
Amer Legion Post No 220 . . . . . Templtn-36
Atascadero Golf Course Highway Atascadero-101
Atascadero Grange Hall Palma Av . . Atascadero-214-J
Auto Club of So Calif
1134 Monterey . Sn Luis Obspo-1480
Automobile Club of Southern Calif
District Ofc 1113 Spring . . . . . Pso Robls-1077
Emergency Road Service
1246 Spring . Pso Robls-169-W
Boy Scouts of Amer 13th&Railroad . . . . Pso Robls-606
Boy Scouts of America
790 Monterey . Sn Luis Obspo-2220
Campfire Girls Inc
721 Kentucky . Sn Luis Obspo-1858-W
Central Labor Council A F of L
1208Pine . Pso Robls-548
Chamber of Commerce 733-12th . . . . . Pso Robls-1510
Chamber of Commerce 987 Osos . . Sn Luis Obspo-1414
(Continued Next Page)

Associations—(Cont'd)

Christian Service Organization
855 Marsh . Sn Luis Obspo-2582
County Welfare Dept Keetch Bldg Atascadero-161
Dune Lakes Ltd . . . . . Aroyo Grnde-203-F-3
Eagle's Lodge Bank of America Bldg . Pso Robls-1081
Elks Club 906 Marsh . . . . . Sn Luis Obspo-322
I D E S Hall Assn Mill . . . . . Sn Luis Obspo-1373-W
I O O F Hall 128 Bridge . . . . . Aroyo Grnde-48
Infantile Paralysis Foundation
1804Chorro . Sn Luis Obspo-1817
J W B YWCA USO 864 Snta Rosa . Sn Luis Obspo-2787
Jewish Welfare Board
864 Snta Rosa . Sn Luis Obspo-2787
Labor Local No 1464 A F of L
1530 Monterey . Sn Luis Obspo-256
Lutheran Service Center 845-13th . . . . Pso Robls-1089
Masonic Hall 859 Marsh . . . . . Sn Luis Obspo-626-J
Masonic Temple 112 Poole . . . . . Aroyo Grnde-74-J
Monday Club Monterey . . . . . Sn Luis Obspo-1960
Morro Bay USO 5th . . . . . Morro Bay-3551
Odd Fellows Hall 500 Dana . . . . . Sn Luis Obspo-168
Paso Robles Almond Growers Assoc
Riverside Av . Pso Robls-99-W
Paso Robles Mutual Building & Loan Assn
1211 Park Pso Robls-613
Paso Robles Women's Club 13th&Oak . Pso Robls-525-J
Production Credit Assn
1123 Garden . Sn Luis Obspo-1386
Red Cross American 991 Osos . . . Sn Luis Obspo-2630
U S O
Higuera Street U S O
977 Higuera . Sn Luis Obspo-759
N C C S 864 Snta Rosa . . . . . Sn Luis Obspo-2413
U S O Building 10th&Park . . . . . Pso Robls-440
Travelers' Aid Service
981 Monterey . Sn Luis Obspo-2675
Y M C A 864 Snta Rosa . . . . . Sn Luis Obspo-725
U S O Travelers Aid Service 823-12th . Pso Robls-1418
Veteran's Hall Court House . . . . . Sn Luis Obspo-65
W O W Hall Assn 1212 Chorro . . Sn Luis Obspo-595-W
Womens Civic Club 247 Stimson Av . . . Pismo Bch-83-J

Athletic Goods

See Sporting Goods Headings

Attorneys

Brazil A H 793 Higuera . . . . . Sn Luis Obspo-2082
Champion Lawton D Bank of Amer Bldg . Pso Robls-76
Dubin H J 1142 Marsh . . . . . Sn Luis Obspo-676
Enos L A 1205 Higuera . . . . . Sn Luis Obspo-274
Fisher James D 711-12th . . . . . Pso Robls-333
Fitzgerald M A 793 Higuera . . . . . Sn Luis Obspo-4
Gallagher John P Bank of America Bldg . Pso Robls-161
Grundell Herbert C Court House . . Sn Luis Obspo-1683
Harris Richard F Court House . . . . Sn Luis Obspo-1683
Kaetzel C P 793 Higuera . . . . . Sn Luis Obspo-1868
Lyon Ray B 711-12th . . . . . Pso Robls-333
Minville W J 1115 Chorro . . . . . Sn Luis Obspo-1433
Muller A V Wickenden Bldg . . . . . Sn Luis Obspo-614
Nelson & Castro 1041 Chorro . . . . . Sn Luis Obspo-254
Renetzky Andrew 846 Higuera . . . Sn Luis Obspo-1033
San Luis Obispo County District Attorney
Court House . Sn Luis Obspo-1683
Shipsey W T 992 Monterey . . . . . Sn Luis Obspo-282
Webster Alex 1433 Oak . . . . . Pso Robls-41-W

Auto-Lite Official Sales And Service

Look on "A" pages under
"Automobile Electrical Service"

Automobile Accessories

See Automobile Parts & Supplies Headings

Automobile Batteries

See Batteries Headings

Automobile Blacksmithing

See Automobile Body Repairing

Automobile Body Repairing

Fremont Auto Body Shop
1005Monterey . Sn Luis Obspo-3
Hackett's Body Shop
Fred A Cline Proprietor
640 Marsh . . . . . Sn Luis Obspo-422
If no answer call . . . . . Sn Luis Obspo-1556
Paso Robles Body Works 2815Vine . . . . Pso Robls-652
Rader's Paint & Body Shop Main . . . . Morro Bay-4281

Automobile Boxing—See Trucking

Automobile Bumpers

See Automobile Parts & Supplies Headings

Automobile Bus Lines—See Bus Lines

Automobile Camps—See Automobile Courts

Automobile Carburetors—See Carburetors

Automobile Courts

Atascadero Motor Lodge S Highway . Atascadero-243-J
ATLASTA COURT
Modern Cabins With Baths C J Russell Mgr
Wadsworth&Dolliver . . . . . Pismo Bch-112
AUTEL COE 2218 Spring . . . . . Pso Robls-633
BAY AUTO COURT
Completely Furnished For Housekeeping
Morro . . . . . Morro Bay-2931
Beauty Sleep Auto Court S Highway . Atascadero-236-J
Beechwood Aut-O-Tel 74 Higuera . . Sn Luis Obspo-911
BENNETT'S MOTEL 3231 Spring . Pso Robls-1323-W
Blair Auto Court 883 Dolliver . . . . . Pismo Bch-66
Blue Bell Motel
Modern Cabins
S Highway . . . . . Sn Luis Obspo-1754-W
Bobsin Auto Court NHighway Atascadero-336-W
Bushnell Jessie L Mrs 101Hwy . . . . . Pismo Bch-3-Y-2
Camp Fremont
Housekeeping Facilities-Showers Etc
Cuesta Grade . . . . . Sn Luis Obspo-12-J-2
Castle Motor Inn Pismo Hwy . . . . . Sn Luis Obspo-1918
Chafetz H SHwy Atascadero-380
CLIFTON MOTEL
Thermostat Heat Control In All Units
125 Spring . . . . . Pso Robls-1140
COZY CORNER MOTEL
Modern Courts-Trailer Park
554 Traffic Wy . . . . . Aroyo Grnde-259
Crescent Park Auto Court
Kitchenettes-Circulating Heat
S Highway . . . . . Sn Luis Obspo-1754-J
Dee-Mar-Leen Hinds . . . . . Pismo Bch-312
Don Vicente Motel 5th&Market . . . . . Morro Bay-2371
Doyle James R PineyWy&SnBernardo . Morro Bay-3821
EL CAMINO AUTO LODGE
Modern Courts&Kitchenettes
NHighway Atascadero-238-J
EVERREST MOTOR INN 416 Spring . . Pso Robls-552
GLEN OAKS MOTEL
Housekeeping Cabins Grocery On Premises
SHwy Atascadero-377
Golden Rule Service Station & Auto Court
Monterey&Murray . Sn Luis Obspo-1026-W
GREEN & WHITE AUTO COURT
636 Spring . Pso Robls-303
Greens Auto Court . . . . . S Margrita-18-J
GROVER CITY MOTOR COURT
1½ Miles S of Pismo Beach-Ocean View
Completely Furnished-A Quiet Place To Stay
GroverCity . . . . . Aroyo Grnde-293-F-4
Head's Court 101Highway . . . . . Pismo Bch-30
Locust Grove Auto Court
Service Station In Connection
NHighway Atascadero-155
Long C M 1670 Monterey . . . . . Sn Luis Obspo-689
Martin's Court 426 OceanVw . . . . . Pismo Bch-213
McCalloway Trailer Court
1607 Riverside . Pso Robls-1316
(Continued Next Page)

Automobile Courts–(Cont'd)

MIRAMAR COURT
D B Proctor Manager
387 Sn Luis Av.....Pismo Bch-60
Monte Vista Auto Court Bello.....Pismo Bch-207
MORRO STRAND AUTO COURT...Cayucos-12-Y-12
MOTEL INN Monterey.....Sn Luis Obspo-1340
MOTEI MARIANNA
New Modern Cabins-Tile Baths
730 Spring.....Pso Robls-417
Mountain Inn Autel Cuesta Grade...S Margrita-2-Y-2
PACIFIC MOTEL
Mr & Mrs H Kuden-Props
101 Hwy.....Sn Luis Obspo-14-J-1
Paso Robles Auto Court 940 Spring....Pso Robls-88
Pereira D R.....Cayucos-9-R
Pismo Trailer Court Dolliver.....Pismo Bch-306
R W B AUTO COURT
Kitchenettes-Beer Bar&Groceries
3220 Spring.....Pso Robls-626
Reid's Auto Court 5th.....Morro Bay-4181
Restwell Court Sn Luis&Price.....Pismo Bch-105
Rose Bowl Court 1575 Monterey..Sn Luis Obspo-647
SCOTTY'S AUTO COURT
Heated Cabins&Kitchenettes
Main.....Pismo Bch-320
Shell Beach Inn Highway.....Pismo Bch-10-J
SHORELINE MOTOR COURT
H J Stevens Manager
.....Cayucos-26
SLEEP OFF THE HI-WAY MOTOR LODGES
One Block Off 101 Highway
1000 South.....Sn Luis Obspo-791
Stamm's Motel 2206 Spring.....Pso Robls-1153-W
STAR AUTO COURT 6th&Morro...Morro Bay-2321
Star Auto Court
Trailer Camp
PismoHwy.....Sn Luis Obspo-872-W

Buy United States War Bonds and Stamps.

STOVALL'S 101 AUTO COURT
Modern-Furnished-Comfortable
Highway.....Aroyo Grnde-240
Sunset Auto Court 101 Hwy.....Pismo Bch-313
SUNSET VIEW MOTEL.....Cambria-45-R
Swans Motel S Highway.....Sn Luis Obspo-2019
Templeton Auto Court Highway.....Templtn-33
Thompson's Auto Court
3747 Spring..Pso Robls-1516-W
Tower Motor Lodge 3111 Spring.....Pso Robls-368
Trailer Village 3341 Spring.....Pso Robls-329
Valley Court 284 Stimson Av.....Pismo Bch-184
Wallace Ella L 312Cypress.....Pismo Bch-106-W
Wave Court 248 Hinds.....Pismo Bch-9
Wigwam Cabins Cypress.....Pismo Bch-185

Automobile Dealers–New Cars

Booth Bros 836-13th.....Pso Robls-5
Booth Bros 1103 Higuera.....Sn Luis Obspo-174

BUICK MOTOR CARS–
KAMM C H & CO
1034 Monterey..Sn Luis Obspo-162
TUNISON BASIL A 1501 Spring....Pso Robls-14

CADILLAC-LASALLE SALES & SERVICE

"STANDARD OF THE WORLD"

"WHERE TO BUY IT"

Standard Motor Sales
990 Higuera..Sn Luis Obspo-44

Chevrolet Agency 1039Monterey..Sn Luis Obspo-1304
(Continued Next Page)

DAVID L. FAIR

CHRYSLER PLYMOUTH

DIRECT FACTORY DEALER

Body & Fender Work

Battery & Brake Service

Complete Automotive Service
All New Equipment
Wheel Alignment - Welding

San Luis Obispo 978

Cash Paid for New Cars
1330 MONTEREY

Automobile Dealers–New Cars–(Cont'd)

CHRYSLER MOTOR CARS–
FAIR DAVID L 1330Monterey.Sn Luis Obspo-978

DE SOTO MOTOR CARS–
McGREGOR MOTORS CO
1255Monterey..Sn Luis Obspo-542

DODGE MOTOR CARS–
BOOTH BROS 836-13th.....Pso Robls-5
BOOTH BROS 1103 Higuera..Sn Luis Obspo-174

FAIR DAVID L 1330Monterey....Sn Luis Obspo-978
(See Advertisement Opposite Page)

FORD MOTOR CARS–
THRESH E H INC
1101 Monterey..Sn Luis Obspo-102

Harris Truman A 1302 Pine.....Pso Robls-53
Kamm C H & Co 1034 Monterey...Sn Luis Obspo-162

LASALLE SERVICE
See "Cadillac-LaSalle Sales & Service" under this Classification

NASH–
LIVINGSTON E C 1236 Railroad...Pso Robls-534

Nichols Sid Chevrolet 1305 Spring....Pso Robls-786
(See Advertisement This Page)

OLDSMOBILE SALES AND SERVICE

SERVICE FOR ALL MAKES OF CARS

OUR JOB—*"KEEP 'EM ROLLING"*
"FOR SERVICE CALL"

Schmidt Wm F 1628 Spring.....Pso Robls-1090
Standard Motor Sales
990Higuera..Sn Luis Obspo-44

Packard Sales & Service
565 Higuera..Sn Luis Obspo-525

Palmer Guy W
Ford Sales & Service
401 Traffic Wy.....Aroyo Grnde-47

PLYMOUTH MOTOR CARS–
BOOTH BROS 836-13th.....Pso Robls-5
BOOTH BROS 1103 Higuera..Sn Luis Obspo-174
FAIR DAVID L 1330Monterey..Sn Luis Obspo-978
McGREGOR MOTORS CO
1255Monterey..Sn Luis Obspo-542

Reinke Paul A 1130 Pine.....Pso Robls-659
Routzahn Motor Co 636Higuera..Sn Luis Obspo-1470
Schmidt Wm F 1628 Spring.....Pso Robls-1090
Service Garage
Studebaker-Willys Sales & Service
917-12th.....Pso Robls-35-R

STUDEBAKER AUTHORIZED SALES&SERV–
BORIACK BROS GARAGE
874Monterey..Sn Luis Obspo-1469

Thresh E H Inc 1101 Monterey....Sn Luis Obspo-102
Tunison Basil A 1501 Spring.....Pso Robls-14
(See Advertisement This Page)
TURNER PAUL L 1020Park.....Pso Robls-1000

Books, ash trays, ornaments can keep your telephone "off the hook". In that case it's "busy" to anyone who calls. Please keep objects from under your telephone.

Automobile Dealers–Used Cars

AGUEDA HENRY E Branch.....Aroyo Grnde-91
CLAASSEN'S RADIATOR SHOP
1534 Spring..Pso Robls-909-W
HENRY'S WRECKING EXCHANGE
101 Hwy..Aroyo Grnde-238-F-21

McGREGOR MOTORS CO
W. M. ZELLNER, Mgr.
WE BUY & SELL
GOOD LATE MODEL
USED CARS
Come in and see us
1255 Monterey.....Sn Luis Obspo-542

STANDARD MOTOR SALES
990 Higuera..Sn Luis Obspo-44
(Continued Next Page)

MERCURY 8 — Ford — LINCOLN ZEPHYR

AUTHORIZED SALES & SERVICE
REPAIRING - AUTO PAINTING
BODY & FENDER WORK
SUPER SERVICE STATION

E. H. THRESH INC.

Phone SAN LUIS OBISPO **102**
If No Answer Call San Luis Obispo 439
1101 Monterey St. San Luis Obispo

We Buy and Sell Good
USED CARS
BUICK
SALES & SERVICE
GMC TRUCKS
SALES & SERVICE
National Auto Club Service
BASIL A. TUNISON
1501 Spring Paso Robles 14

SID NICHOLS
CHEVROLET
SUPER CHEVROLET SERVICE
AUTHORIZED SALES & SERVICE
COMPLETE AUTO REPAIRING
ALL MAKES
Used Cars Bought & Sold
1305 Spring Paso Robles 786

Automobile Dealers–Used Cars–(Cont'd)

Thresh E H Inc 1101 Monterey....Sn Luis Obspo-102
(See Advertisement Preceding Page)

TURNER PAUL L
USED CARS
Late Models
Bought & Sold
Highest Prices Paid
1020Park.....Pso Robls-1000

Automobile Electrical Service

AUTO-LITE OFFICIAL SALES AND SERVICE

Official Auto-Lite Service Stations are fully equipped and qualified to render complete service on starting, lighting and ignition. "Auto-Lite Means Auto Life."

ELECTRIC AUTO-LITE SERVICE

"WHERE TO BUY IT"

Loper & Anderson
Higuera&Nipomo.Sn Luis Obspo-123

ED'S SERVICE
MOTOR TUNE UP
CARBURETOR SERVICE
AUTOMOTIVE ELECTRICIAN
Higuera&Nipomo.....Sn Luis Obspo-123

HIBBARD & HIBBARD 1233 Spring..Pso Robls-220
Loper & Anderson
Higuera&Nipomo.Sn Luis Obspo-123
(See Advertisement This Page)

Automobile Equipment
See Automobile Parts & Supplies Headings

Automobile Flywheel Repairing
See Automobile Repairing; also Welding

Automobile Frame Repairing
See Automobile Wheel, Axle & Frame Repairing

Automobile Generator Service
See Automobile Electrical Service

Automobile Ignition Service
See Automobile Electrical Service

UNITED SERVICE MOTORS
LOPER & ANDERSON
Auto Electric Parts
San Luis Obispo 123
Higuera and Nipomo Streets

Automobile Motor Rebuilding

BELLO GARAGE&MACHINE SHOP
Complete
Automobile Motor
Rebuilding & Repairs
Overhauling Machinery
Reboring
1234Broad.....Sn Luis Obspo-116

Automobile Painting

Fairbairn E B Paint & Body Shop
3405 Spring.Pso Robls-1060
Spink Ray 1365 Monterey.....Sn Luis Obspo-754
UNITED AUTO BODY Highway.....Atascadero-371

Automobile Paints–See Paints Headings

Automobile Parts & Supplies–Retail

Cooperative Farmers Supply Co Inc
1311 Park.Pso Robls-344
Firestone Stores 710Higuera.....Sn Luis Obspo-130

GENERAL AUTO PARTS
Auto Parts & Supplies For
Cars, Trucks & Tractors
Automobile Paints
1218Pine.....Pso Robls-280
If no answer call.....Pso Robls-697

Loper&Anderson Higuera&Nipomo.Sn Luis Obspo-123
Paso Robles Auto Parts 720-10th....Pso Robls-1088
SEARS ROEBUCK&CO
879Higuera.Sn Luis Obspo-760

STANDARD AUTO PARTS
AUTO PARTS
For Cars, Trucks & Tractors
Automotive Finishes
1085 Higuera.....Sn Luis Obspo-1200
If no answer call.....Sn Luis Obspo-953-J
Or.....Sn Luis Obspo-1058-R

Universal Auto Parts Co
969 Monterey.Sn Luis Obspo-1418
Western Auto Supply Co E Branch....Aroyo Grnde-12
Western Auto Supply Co 829-13th....Pso Robls-596
WESTERN AUTO SUPPLY CO
951 Higuera.Sn Luis Obspo-993
WESTSIDE AUTO PARTS CO
1229 Monterey.Sn Luis Obspo-908

Automobile Parts & Supplies–Whsle & Mfrs

UNIVERSAL AUTO PARTS CO
QUALITY - SERVICE - PARTS
For
ALL CARS, TRUCKS AND TRACTORS
Continuous Service
969 Monterey.....Sn Luis Obspo-1418
If no answer call....Sn Luis Obspo-1891-J
Or.....Sn Luis Obspo-849-J

Automobile Radiator Repairing

BANK'S RADIATOR & BATTERY REPAIR SHOP
1011 Toro.Sn Luis Obspo-2184
CLAASSEN'S RADIATOR SHOP
1534 Spring.Pso Robls-909-W

Automobile Radios–See Radio Dealers

Automobile Repairing

AL'S BRAKE SERVICE
COMPLETE
REPAIR SERVICE
MOTOR REBUILDING
Reboring & Crankshaft Grinding
Brake Service - Wheel Aligning
ALL WORK GUARANTEED
711Marsh.....Sn Luis Obspo-2234
1175Monterey.....Sn Luis Obspo-1384

ATASCADERO GARAGE
Complete Auto Repairs&Welding
StateHwy.....Atascadero-16
ATASCADERO MOTOR SERV
Repairs On All Makes-Gas&Oil
101Highway.....Atascadero-368

Automobile Repairing–(Cont'd)

BELLO GARAGE & MACHINE SHOP
COMPLETE
AUTOMOBILE REPAIRING
Brake Service
Front Axle Correcting - Lubricating
Reboring - Machining - Overhauling
Washing - Pick Up and Delivery
1234 Broad.....Sn Luis Obspo-116

BORIACK BROS GARAGE
874Monterey.Sn Luis Obspo-1469
(See Advertisement This Page)
Caccia Howard D.....Morro Bay-4621
Davis Harry E 102Branch.....Aroyo Grnde-8-R
FREMONT STORAGE GARAGE
1005Monterey.Sn Luis Obspo-3
(Continued Next Page)

STUDEBAKER
BORIACK BROS.
INTERNATIONAL
GARAGE
Full Line of Parts for
STUDEBAKER CARS & INTERNATIONAL TRUCKS
Authorized Factory Dealer

Body & Fender Repairs

Auto Electrical Service

COMPLETE AUTOMOTIVE SERVICE
Brake Service - Wheel Aligning
General Auto Repairs

1469
San Luis Obispo

Garage at
874 Monterey St.

a buyers' guide
THE CLASSIFIED TELEPHONE DIRECTORY
consult it before buying

UNITED AUTO BODY
Body & Fender Work
Automobile Painting
Auto Glass
Towing Service
O. D. PHILLIPS & EDDIE RASBACH
101 Highway
Phone Atascadero 371

Automobile Repairing–(Cont'd)

FRENETTE'S GARAGE SHighway....Atascadero-85
HANSEN GUS 1331Walker.....Sn Luis Obspo-195
HIGHWAY GARAGE 285Price.....Pismo Bch-119
HOVE ED.....Templn-6-W
Hughes Ben General Petroleum Service Station
600 Marsh.Sn Luis Obspo-1963
KAMM C H & CO
Buick Specialists
1034 Monterey.....Sn Luis Obspo-162
Larsen Peter 1027 Nipomo.....Sn Luis Obspo-814
McGREGOR MOTORS CO
1255Monterey.Sn Luis Obspo-542
Netto's Garage 635 Price.....Pismo Bch-162
Nichols Sid Chevrolet 1305 Spring....Pso Robls-786

PIMENTEL&WEAVER GARAGE
TRUCK REPAIRS
AND
MAINTENANCE
HEAVY EQUIPMENT DIESEL REPAIRS
24-HOUR SERVICE
101Hwy.....Sn Luis Obspo-1360
Residence.....Sn Luis Obspo-2367-J

RADER'S PAINT & BODY SHOP
COMPLETE
AUTOMOTIVE REPAIRS
AUTO PAINT SHOP
BODY & FENDER REPAIRS
BRAKE SERVICE - IGNITION
Main.....Morro Bay-4281
If no answer call.....Morro Bay-3051

For victory — buy United States War Bonds.

ROUTZAHN MOTOR CO
Repairs All Makes Cars & Trucks
636Higuera.....Sn Luis Obspo-1470
Spink Ray 1365 Monterey.....Sn Luis Obspo-754
Standard Auto Parts
1085 Higuera.Sn Luis Obspo-1200
Thresh E H Inc 1101 Monterey....Sn Luis Obspo-102
United Auto Body Highway.....Atascadero-371
(See Advertisement Preceding Page)
Westside Auto Parts Co
1229 Monterey.Sn Luis Obspo-908

Automobile Rims
See Automobile Parts & Supplies Headings

Automobile Servicing
See Automobile Repairing

Automobile Signals
See Automobile Parts & Supplies Headings

Automobile Starter Repairing
See Automobile Electrical Service

Automobile Supplies
See Automobile Parts & Supplies Headings

Automobile Tires–See Tires Headings

Automobile Towing
FREMONT STORAGE GARAGE
1005 Monterey.Sn Luis Obspo-3
(See Advertisement This Page)
FRENETTE'S GARAGE SHighway....Atascadero-85
NATIONAL AUTO CLUB TOWING SERVICE—
HIGHWAY GARAGE 285 Price...Pismo Bch-119
Thresh E H Inc 1101 Monterey....Sn Luis Obspo-102

SMASH THE AXIS BUY WAR BONDS

TOWING

AUTO CLUB OF SOUTHERN CALIFORNIA

Open All Night

Used Cars Bought & Sold

GENERAL AUTO REPAIRING

- BODY & FENDER WORK
- AUTO PAINTING
- RADIATOR REPAIR
- BRAKE SERVICE
- DRUM TURNING
- CYLINDER REBORING

We Repair All Makes

San Luis Obispo 3

FREMONT STORAGE GARAGE

1005 Monterey

Automobile Trucks
See Trucks–Motor Headings

Automobile Upholsterers
PASO ROBLES AWNING CO
707 Spring.Pso Robls-646

Automobile Welding–See Welding

Automobile Wheel, Axle & Frame Repairing
Al's Brake Service 711 Marsh....Sn Luis Obspo-2234
BELLO GARAGE & MACHINE SHOP
1234 Broad.Sn Luis Obspo-116
HUGHES BEN GENERAL PETROLEUM SERVICE STATION
Axle & Wheel Aligning Specialists
600 Marsh.....Sn Luis Obspo-1963

Automobile Wreckers
Dewey's Auto Wrecking
214 Higuera.Sn Luis Obspo-2142
Henry's Wrecking Exchange
101 Hwy.Aroyo Grnde-238-F-21
PASO ROBLES SALVAGE CO
Auto&Truck Parts New&Used
We Buy&Sell Used Cars&Trucks
1132 E13th.....Pso Robls-360
WESTSIDE AUTO PARTS CO
Auto Parts New & Used
Trucks & Cars Wanted
1229 Monterey.....Sn Luis Obspo-908

Awnings
PASO ROBLES AWNING CO
Office 1925 Spring.....Pso Robls-718
Shop 707 Spring.....Pso Robls-646

Baby Shops
See also Children's & Infants' Garments–Retail
Billie's Toy & Baby Shop
856 Monterey.Sn Luis Obspo-2628-W
(See Advertisement This Page)
EWERS HOME FURNISHINGS
777Marsh.Sn Luis Obspo-506
Singer Sewing Machine Distributor
718 Higuera.Sn Luis Obspo-449

Would you like a separate business listing under your own name in the Telephone Directory? Does anyone in your business or home wish a personal listing? The charge for extra listings is small, the convenience often great.

BILLIE'S
TOY & BABY SHOP
San Luis Obispo's Original Baby Shop
Complete Line
INFANTS' & CHILDREN'S WEAR
GIFTS & TOYS
Telephone SAN LUIS OBISPO 2628-W
856 MONTEREY

Baggage–See Luggage Headings

Bakers–Pie–See Pies–Pastry

Bakers–Retail
Arroyo Grande Bakery 104 Branch..Aroyo Grnde-248
ATASCADERO BAKERY
Special Orders All Kinds Of Pastry
Highway.....Atascadero-182
Bradley R H Pies 1804 Osos.....Sn Luis Obspo-861
Delite Bakery & Delicatessen
The House of Quality
723 Higuera.....Sn Luis Obspo-437
PASO ROBLES BAKERY
Spec Wedding-Birthday-Party Cakes
1229 Park.....Pso Robls-228
Peerless Bakery 683 Higuera....Sn Luis Obspo-1111
Plant 584 Higuera.....Sn Luis Obspo-319
Pioneer Drive-In Market Bakery Dept
Morro&Marsh.Sn Luis Obspo-1615
Pismo Bakery
Home Made Bread-Pies-Pastries
407 Cypress.....Pismo Bch-75

Bakers–Whsle
Arroyo Grande Bakery 104 Branch..Aroyo Grnde-248
Bradley R H Pies 1804 Osos.....Sn Luis Obspo-861
Favorite Bakery 638 Marsh.....Sn Luis Obspo-752
Peerless Bakery 584 Higuera.....Sn Luis Obspo-319
Weber Baking Co 283Lincoln.....Sn Luis Obspo-214

Banks
Bank of America
Arroyo Grande Branch 100 Branch.Aroyo Grnde-16
Atascadero Branch Traffic Wy....Atascadero-107
Pismo Beach Branch Pomeroy....Pismo Bch-115
Bank of America National Trust & Savings Association
Cambria Branch.....Cambria-57
Paso Robles Branch Bk of AmericaBg.Pso Robls-11
San Luis Obispo Branch Higuera.Sn Luis Obspo-146
Security-First National Bank of L A
799 Higuera.Sn Luis Obspo-397

Barbers
Anderson Barber Shop
953 Monterey.Sn Luis Obspo-1216
Buzz Barber & Beauty Shop
108 Branch.Aroyo Grnde-57
Cape Barber Shop 1320 Spring.....Pso Robls-1112
Cates Barber & Beauty Shop 709-12th..Pso Robls-79
Cosy Barber Shop 980 Montrey.Sn Luis Obspo-1858-J
Tex's Barber Shop 1210 Park.....Pso Robls-84

Basement Cleaning–See Rubbish Hauling

Bathing Suits–See Sportswear Headings

Baths
Municipal Bath House 840-11th.....Pso Robls-44
ONTARIO HOT SPRINGS
PismoRd.Sn Luis Obspo-7-R-2
Sycamore Mineral Springs
Avila Rd.Sn Luis Obspo-8-J-12

Batteries–Repairing
Banks' Radiator & Battery Repair Shop
1011 Toro.Sn Luis Obspo-2184

Batteries–Retail
AUTO-LITE BATTERIES—
LOPER & ANDERSON
Higuera&Nipomo Sn Luis Obspo-123
BELLO GARAGE & MACHINE SHOP
1234 Broad.Sn Luis Obspo-116

(Continued Next Page)

Permanent Waving

By Experts

Complete Beauty Service

Modern Equipment

For an Appointment

Telephone San Luis Obispo **324**

BEAUTE ART SALON

Esther Gibson, Prop. 1121 Chorro Street

El Camino Beauty Shop

PERMANENT WAVING

HAIR STYLING

LADIES HAIR CUTTING

Laura Watts, *Mgr.*

Bertha Cropper, *Asst.*

1818 Spring **Paso Robles 36**

Moore's Beauty Salon

EDNA MOORE, *Prop.*

Beauty Work IN ALL ITS BRANCHES

FREE PARKING

1118 Morro San Luis Obispo **601**

Irene's Beauty Salon

COLD WAVES

Machine or Machineless Permanents

Corrective Scalp and Facial Treatments

1129 Chorro **San Luis Obispo 810**

Batteries–Retail–(Cont'd)

EXIDE BATTERIES

Call any Exide Dealer listed below—dependable service on all makes. Their honest, accurate advice prolongs your battery's life.

Exide

When it's an Exide you start.

"FOR SERVICE CALL"

WHOLESALE

UNIVERSAL AUTO PARTS CO 969 Monterey. Sn Luis Obspo-1418

RETAIL DEALERS

CAMBRIA PINES GARAGE HwyNo1. Cambria-45-M

HIBBARD & HIBBARD 1233 Spring. Pso Robls-220

LANGAN M B BUICK GARAGE.....Cambria-2

FISK BATTERIES

RECHARGING
RENTAL

Prompt, Dependable Service

ON ALL MAKES

*TIME TO RE-TIRE — Reg. U. S. Pat. Off.

"WHERE TO BUY IT"

DISTRIBUTOR

MADDALENA TIRE CO Higuera&Osos. Sn Luis Obspo-79

GENERAL AUTO PARTS 1218Pine...Pso Robls-280
Hibbard & Hibbard 1233 Spring.....Pso Robls-220

HOVE'S TEXACO SERVICE Highway...Templtn-24

MADDALENA TIRE CO
General & Fisk Batteries
Higuera&Osos.....Sn Luis Obspo-79

Upton's Service Station
1919 Broad. Sn Luis Obspo-132

WESTSIDE AUTO PARTS CO 1229Monterey. Sn Luis Obspo-908

Batteries–Whsle & Mfrs

HOBBS BATTERIES—
STANDARD AUTO PARTS
1085 Higuera. Sn Luis Obspo-1200

Beauty Shops

Alma's Beauty Shop 1208Pine.....Pso Robls-548

ANDERSON HOTEL BEAUTY SALON
963Monterey. Sn Luis Obspo-964
(See Advertisement Opposite Page)

Artistic Beauty Shop 517-13th.....Pso Robls-1011
Atwood's Beauty Shop 5th.....Morro Bay-2191
Beaute Art Salon 1121 Chorro....Sn Luis Obspo-324
(See Advertisement This Page)
Betty's Beauty Shop Ketch Bldg.....Atascadero-36
Buzz Barber & Beauty Shop
108 Branch. Aroyo Grnde-57

CATES BARBER & BEAUTY SHOP
709-12th. Pso Robls-79

CHEDA'S BEAUTY SALON
In Rexall Drug Store-Mezz Floor
839 Higuera.....Sn Luis Obspo-893

COLONIAL BEAUTY SALON 817-12th. Pso Robls-48
El Camino Beauty Shop 1818 Spring....Pso Robls-36
(See Advertisement This Page)

ELITE BEAUTY SALON 440 Cypress..Pismo Bch-82
Gratton Florence Beauty Shop
1037 Chorro. Sn Luis Obspo-875
Helen's Beauty Salon Highway.....Atascadero-146

IRENE'S BEAUTY SALON
1129Chorro. Sn Luis Obspo-810
(See Advertisement This Page)

(Continued Next Page)

Beauty Shops–(Cont'd)

MABEL'S BEAUTY SHOP
108½Branch. Aroyo Grnde-28-J

Marguerite's Beauty Salon 810Price..Pismo Bch-27-J
(See Advertisement This Page)
Moore's Beauty Salon 1118Morro..Sn Luis Obspo-601
(See Advertisement Opposite Page)
Myrtle's Beauty Shop 1238 Park.....Pso Robls-282
Neshe Beauty Shop 1072 Mill....Sn Luis Obspo-2038
Ollie's Beauty Salon
Ollie Honnert Proprietor
1112 Garden.....Sn Luis Obspo-737
Powder Puff Beauty Shoppe
1114 Chorro. Sn Luis Obspo-1186

ROSE BEAUTY SHOP

COMPLETE BEAUTY SERVICE

SPECIALIZING IN HAIRCUTTING

424Pomeroy.....Pismo Bch-164

RUBY'S BEAUTY SALON
684Higuera. Sn Luis Obspo-464
St Moritz Beauty Studio 614-13th....Pso Robls-312
Sally's Beauty Salon 1111 Spring.....Pso Robls-87
Shaffer's Beauty Shop 320 Hinds Av..Pismo Bch-166

TEMPLETON BEAUTY SHOP
Highway. Templtn-19-W

Tunnell Beauty Shop 136 Valley Rd....Aroyo Grnde-3
Vanity Box
Edith Millard-Owner
1336 Spring.....Pso Robls-221

YOUNG'S BEAUTY SHOP
New Location Fremont Theatre Bldg
1037 Monterey.....Sn Luis Obspo-391

Marguerite **Beauty Salon**

ALL KINDS OF BEAUTY CULTURE

Hairdressing & Permanents

MARGUERITE KAUBLE, *Prop.*

810 Price St. - Next to Bus Depot

Phone Pismo Beach 27-J

ANDERSON HOTEL

BEAUTY SALON

BEATRICE SPARKS

Experienced Operators Only

Permanent Waving
Machine - Machineless
& Cold Permanents

For An Appointment

Call San Luis Obispo **964**

ANDERSON HOTEL **963 Monterey**

Beer & Ale Distrs

ACME BEER—
COCA-COLA BOTTLING CO
344Higuera. Sn Luis Obspo-804

Burgermeister Distr TrafficWy&Honda. Atascadero-94

FORTINI LOUIS C
Wieland Rainier Schlitz Lucky Lager&Pabst Beer-Petri Wines
S Highway.....Pso Robls-19-F-11

LANGDON JOHN J CO
Distributor For
Rainier-Wielands-Pabst-Schlitz-Hamm's
304Higuera.....Sn Luis Obspo-293-J
(See Advertisement This Page)

LUCKY LAGER BEER—
FORTINI LOUIS C SHighway..Pso Robls-19-F-11

Maughan's Wholesale
Regal Pale Beer Distributor
2138 Spring.....Pso Robls-598

O'CALLAHAN J R TrafficWy.....Atascadero-14

PABST BLUE RIBBON BEER—
FORTINI LOUIS C SHighway..Pso Robls-19-F-11

RAINIER BEER—
FORTINI LOUIS C SHighway..Pso Robls-19-F-11

San Francisco Brewing Corp 821 Price..Pismo Bch-96
Sauers Wholesale Co
228 Snta Barbara Av. Sn Luis Obspo-1248

SCHLITZ BEER—
FORTINI LOUIS C SHighway..Pso Robls-19-F-11

WIELAND BEER—
FORTINI LOUIS C SHighway..Pso Robls-19-F-11

Beer Parlors

BUDWEISER TAVERN
1032Chorro. Sn Luis Obspo-1935

Dalessi Henry C
Rainier Bar
999Monterey.....Sn Luis Obspo-190-W
Drake's Place.....S Margrita-20

FREITAS GEO A BANK EXCHANGE
888 Higuera. Sn Luis Obspo-1195
Idaho Club 400 Cypress.....Pismo Bch-161

JIM'S INN 1025Morro.....Sn Luis Obspo-252
Knotts R F Highway.....Nipomo-4
Olgiati Robert 1019 Court.....Sn Luis Obspo-1055
Reali's Otto Cafe.....Cayucos-11-W
Shamrock Cafe.....Morro Bay-3711

WALDORF CLUB 547 Cypress.....Pismo Bch-91

Make the Classified Telephone Directory your buying guide—it can save you time and effort.

JOHN J. LANGDON

DISTRIBUTOR OF

Schlitz

Rainier - Wielands

Pabst - Hamm's

Phone San Luis Obispo **293 - J**

304 Higuera St.

Bendix Automatic Home Laundry
Look on "W" pages under
"Washing Machines–Dealers"

Beverages–Non Alcoholic
COCA-COLA BOTTLING CO
344 Higuera . Sn Luis Obspo-804
Pepsi-Cola Bottling Co
Pismo Hwy . Sn Luis Obspo-14-R-2
Sauers Wholesale Co
228 SntaBarbaraAv . Sn Luis Obspo-1248
Seven-Up Bottling Co 519 Stimson . . . . Pismo Bch-22

Bicycles–Retail
San Luis Cyclery 1239 Monterey . . . Sn Luis Obspo-876

Billiard Parlors
Beach Billiards 335Cypress . . . . . Pismo Bch-214
Carl's Billiards 831-13th . . . . . Pso Robls-733
Cottle Pool Hall 223 Pomeroy . . . . . Pismo Bch-163
Hendrix George E
Beer-Wines-Liquors
112 Branch . . . . . Aroyo Grnde-285
Nelson & Dresser 811-12th . . . . . Pso Robls-151-J
Red Rooster 501 Cypress . . . . . Pismo Bch-186
Red's Place 1817 Osos . . . . . Sn Luis Obspo-1857
Stag Billiard Parlor 956 Monterey . Sn Luis Obspo-202

Blacksmiths
Cuendet F 1304 Railroad . . . . . Pso Robls-130-J
Moore Geo H State Hwy Atascadero-52
Naylor James C 666 Upham . . . . Sn Luis Obspo-448-W
Paso Robles Agr Wks 1204 Railroad . Pso Robls-35-W
Schnyder J J 316 Branch . . . . . Aroyo Grnde-49

Blinds–See Venetian Blinds Headings

Boat Motors–Outboard
See Outboard Motors

Boiler Repairing
Parker E R Boiler Works
514 Higuera . Sn Luis Obspo-2056

Bonds–Investment–See Investments

Bookkeeping Service
BOYCE J EARLE
Bank of America Bldg . Sn Luis Obspo-886

Bottlers
Brooks Truman 846-9th . . . . . Pso Robls-309
Coca-Cola Bottling Co 1221 Riverside . . Pso Robls-241
Nehi-RC Cola Bottling Co
120 Higuera . Sn Luis Obspo-2115
Paso Robles Soda Works 846-9th . . . . . Pso Robls-309
Pepsi-Cola Bottling Co
Pismo Hwy . Sn Luis Obspo-14-R-2

Bowling Alleys
C & S Brunswick Bowling Center
1329 Spring Pso Robls-1131
El Camino Bowl 1115 SntaRosa . . . Sn Luis Obspo-338
LEA BOWLING 1367Mill . . . . . Sn Luis Obspo-973
Pismo Bowl Pomeroy Av . . . . . Pismo Bch-191

In these days when telephone lines are carrying thousands of war calls, and the materials for new lines are not to be had, teamwork by telephone users on party lines counts a lot.

Brake Service
AL'S BRAKE SERVICE
BRAKES RE-LINED & ADJUSTED
WHEEL ALIGNMENT - BALANCING
and STRAIGHTENING
QUICK CHARGE
BATTERY SERVICE
AL TIEMANN & W. H. LEHNHOFF
711Marsh . . . . . Sn Luis Obspo-2234
1175Monterey . . . . . Sn Luis Obspo-1384

BELLO GARAGE&MACHINE SHOP
Complete Brake Reconditioning
Brakes Adjusted and Relined
Cali-Blok Lining
Drums Turned
1234Broad . . . . . Sn Luis Obspo-116

Master Brake Service 565 Higuera . Sn Luis Obspo-525

Brick–Common, Face, Etc
San Luis Brick Wks S Broad . . . . . Sn Luis Obspo-997

Broadcasting Stations
See Radio Broadcasting Companies & Stations

Brokers–Grain–See Grain Brokers

Brokers–Grocery Products
See Grocery Products Brokers

Brokers–Insurance
See Insurance Agents & Brokers

Brushes
Fuller Brush Co S Highway . . . . . Sn Luis Obspo-2128

Builders–See Contractors–Building

Building & Loan Associations
Atascadero Guarantee Building-Loan Assn
Highway . Atascadero-147
Guarantee Bldg-Loan Assn
1127Garden Sn Luis Obspo-362
Paso Robles Mutual Building&Loan Assn
1211Park . Pso Robls-613

Building Materials
HAYWARD HOMER T LUMBER CO
12th&Riverside . Pso Robls-73
Mineau & Loomis Lumber Co
405 Branch . Aroyo Grnde-262
Pacific Coast Coal Co 410 Branch . . . Aroyo Grnde-33
PAC COAST LUMBER CO OF CALIF
271Higuera . Sn Luis Obspo-1420
SAN LUIS MILL & LUMBER CO
246 Higuera . Sn Luis Obspo-624
SOUTHERN PACIFIC MILLING CO
Snta Barbara Av . Sn Luis Obspo-2200

Buildings–See Office Buildings

Bulbs–See Seeds & Bulbs–Retail

Reasonable use, prompt answering, thoughtfulness of others, are helpful to all party line users. Telephone neighbors appreciate such teamwork.

Bus Lines
GREEN BUS SERVICE
692 Marsh . Sn Luis Obspo-1173
Greyhound Bus Depot 102 Bridge . . . Aroyo Grnde-2-W
Greyhound Bus Depot Highway Atascadero-237
Greyhound Bus Depot 720-11th . . . . . Pso Robls-242
Greyhound Bus Depot 812 Price . . . . . Pismo Bch-51

GREYHOUND LINES
SERVING ALL AMERICA
GREYHOUND
PHONE FOR LATEST INFORMATION BEFORE PLANNING ANY TRIP
"FOR INFORMATION CALL"
ARROYO GRANDE
Greyhound Bus Depot 102 Bridge . Aroyo Grnde-2-W
ATASCADERO
Greyhound Bus Depot Highway Atascadero-237
MORRO BAY
Leiter's Pharmacy 5th . . . . . Morro Bay-2831
PASO ROBLES
Greyhound Bus Depot 720-11th . . . . Pso Robls-242
PISMO BEACH
Greyhound Bus Depot 812 Price . . . . Pismo Bch-51
SAN LUIS OBISPO
Pacific Greyhound Lines
1009Monterey . Sn Luis Obspo-24
SANTA MARGARITA
Pennington's Grocery Highway . . . . . S Margrita-22

Pac Greyhound Lines 1009Monterey . Sn Luis Obspo-24

Butane–See Liquefied Petroleum Gases

Butchers–Retail–See Meat–Retail

Butchers–Wholesale–See Meat–Whsle

Cabinet Makers
ADAMS A L & SON CABINET SHOP
"ANYTHING IN WOOD"
WE BUILD CABINETS & ICE BOXES
TO ORDER
All Sizes and Types
ALSO WINDOW FRAMES & SCREENS
We Remodel Stores & Restaurants
Air Conditioning Equipment Built & Serviced
1026Riverside . . . . . Pso Robls-177-W

Bouton Cabinet & Glass Shop
Del Rio Av . Atascadero-255
Cabinet&Sign Shop 428Cypress . . . . . Pismo Bch-304
Mayfield's Cabinet Shop Bernardo . . . Morro Bay-2231
WESTERN CABINET WORKS
All Types of Cabinets For The Home
1000Park . . . . . Pso Robls-289

Cactus–See Nurseries Headings

Cadillac-LaSalle Sales & Service
Look on "A" pages under
"Automobile Dealers–New Cars"

For full use of your telephone, please keep your instrument "hung up"—ready for service!

Cafeterias–See Restaurants

Calculating Machines
See Adding & Calculating Machines Headings

Cameras
See Photographic Equipment & Supplies Headings

Candy–See Confectioners Headings

Carpet Cleaners
See Rug & Carpet Cleaners

Cash Registers
National Cash Register Co
1016 Court . Sn Luis Obspo-1380
Typewriter Shop The
Uarco Autographic Registers
1014 Court . . . . . Sn Luis Obspo-127

Caterers
Gold Dragon 985 Monterey . . . . . Sn Luis Obspo-803

Cattle Dealers–See Live Stock

Cement Contractors
See Contractors–Concrete

Cemeteries & Memorial Parks
Cayucos Morro Bay Cemetery Cayucos-34-Y-12
Odd Fellows Cemetery & Mausoleum
Highway . Sn Luis Obspo-960

Chair Repairing
See Furniture Repairing & Refinishing

Champagne–See Wines Headings

Children's & Infants' Garments–Retail
Billie's Toy & Baby Shop
856 Monterey . Sn Luis Obspo-2628-W
SINGER SEWING MACHINE DISTRIBUTOR
718 Higuera . Sn Luis Obspo-449

Chiropodists
Dunford Wm H 997Monterey . . . . . Sn Luis Obspo-986
Rose T A 1231 Garden . . . . . Sn Luis Obspo-145

Help win the war with the money you save—buy War Bonds.

To Order a
TELEPHONE
NEW DIRECTORY LISTING
or YELLOW PAGES
ADVERTISING SPACE
please call our
BUSINESS OFFICE

CHIROPRACTOR

Modern Methods and
Individual Attention
Get Real Results

Licensed by State Board

Office & Home Calls by Appointment

All Types of Scientific
Drugless & Electrical Treatments
Including Physical Therapy
Short Wave • Ultra Violet

Telephone
Paso Robles
223

DR. LENORD E. POE

303-16TH ST. **PASO ROBLES**

DR. L. J. NIELSEN

CHIROPRACTOR

PALMER SCHOOL GRADUATE

X-Ray Service
Neurocalometer Service
Radionic Service
Short Wave Diathermy

THE HOWARD CABINET BATHS
LADY ATTENDANT
San Luis Obispo 988
1303 Garden St.

GRACE TABERNACLE

LEROY PERSSON
Pastor

RADIO BROADCAST
SUNDAY ..... 11 A.M. to Noon
MONDAY, WEDNESDAY and FRIDAY ..... 9:15 A.M. to 9:30 A.M.
TUESDAY & THURS. 7:15 to 7:30 A.M.

SERVICES
SUNDAY ..... 11 A.M.-7:30 P.M.
WEDNESDAY ..... 7:30 P.M.

Osos & Pismo Streets San Luis Obispo 976

Chiropractors

JONES WM A 1138 Chorro.....Sn Luis Obspo-722
NIELSEN L J 1303 Garden.....Sn Luis Obspo-988
(See Advertisement Opposite Page)
Poe Lenord E 303-16th.....Pso Robls-223
(See Advertisement Opposite Page)
Poe & Poe 303-16th.....Pso Robls-223
Walker Earl T Dr 1435 Spring.....Pso Robls-754

Christian Science Practitioners

Christian Science Wartime Minister
107½Capitol. Pso Robls-1513-W
Christian Science Wartime Minister
Edna. Sn Luis Obspo-1411
Meyer Kate Mrs
Mem 1st Ch. Christ Sci in Boston
1318 Garden.....Sn Luis Obspo-215
Moes Laura C 2945 Spring.....Pso Robls-957

Churches & Church Organizations

Baptist Church 17th&Park.....Pso Robls-1512-W
Catholic Church 128 W Branch.....Aroyo Grnde-83
Catholic Church 512-13th.....Pso Robls-207
Catholic Church Pismo.....Pismo Bch-109
Catholic Rectory.....Cayucos-21
Church of Jesus Christ of Latter Day Saints
238 Sandercock. Sn Luis Obspo-1463-J
First Baptist Church
Rev C L Oldfield-Pastor
Osos&Pacific.....Sn Luis Obspo-2425
Grace Tabernacle Osos&Pismo.....Sn Luis Obspo-976
(See Advertisement Opposite Page)
Lutheran Church 905 Vine.....Pso Robls-244-W
Lutheran Church 867Pacific.....Sn Luis Obspo-2602
Methodist Church
Rev E C Erny
14th&Oak.....Pso Robls-191
Methodist Church
Rev Edwin E Krapf
884 Pacific.....Sn Luis Obspo-2364-W
Methodist Church Social Hall
14th&Oak. Pso Robls-212-W
Old Mission The 782 Monterey....Sn Luis Obspo-667
Presbyterian Church 981 Marsh...Sn Luis Obspo-1437
St James Episcopal Church 1345 Oak..Pso Robls-194

Cigarettes—Whsle & Mfrs

JUILLARD-COCKCROFT
230 Snta Barbara Av. Sn Luis Obspo-93

Cigars & Tobacco—Retail

Amapola Club 861Palm.....Sn Luis Obspo-1975
Annabelle Smoke Shop
190Higuera. Sn Luis Obspo-1927
Bogue W H 924 Price.....Pismo Bch-99
Duke's Smoke Shop 737-12th.....Pso Robls-338
Glaser Bros 735 Marsh.....Sn Luis Obspo-1600
Kluver F 726 Higuera.....Sn Luis Obspo-394-J
Owl Club 974 Monterey.....Sn Luis Obspo-2884
Railroad Cigar Store
1006 Railroad Av. Sn Luis Obspo-1405
Tim's Cigar Store 1318 Spring.....Pso Robls-339-W
United Cigar Store 998Higuera...Sn Luis Obspo-853

Cigars—Whsle

JUILLARD-COCKCROFT
230 Snta Barbara Av. Sn Luis Obspo-93

Circular Letters

See Letter & Addressing Service

City Government Offices

See Alphabetical Directory Under "Name of City"

Cleaners—Carpet

See Rug & Carpet Cleaners

Cleaners & Dyers

CALIFORNIA CLEANERS 332HindsAv..Pismo Bch-84
Economy Cleaners & Laundries
23d&Spring. Pso Robls-720
FLETCHER CLEANERS
709Higuera. Sn Luis Obspo-2169
Gus & Gus 1030 Morro.....Sn Luis Obspo-1956
HI-WAY CLEANERS
Mission Laundry Agency
101Highway.....Pismo Bch-124
HOME LAUNDRY CO 1323 Morro..Sn Luis Obspo-70
Liberty Cleaners 727 Marsh.....Sn Luis Obspo-2290
Mission Tailoring Service
863Monterey. Sn Luis Obspo-496
MORRO BAY CLEANERS
Harold Friesen Mgr
Main.....Morro Bay-2776
NACIMIENTO CLEANERS 1040-13th..Pso Robls-716
NU-WAY CLEANERS 1427 Spring.....Pso Robls-39
PARK CLEANERS 735-12th.....Pso Robls-727-W
Perfect Method Cleaners 983 Osos Sn Luis Obspo-1787
QUALITY CLEANERS 109 Branch..Aroyo Grnde-280
San Luis Cleaners 1124 Broad.....Sn Luis Obspo-898
Spotless Cleaners 403 Higuera....Sn Luis Obspo-517
Strong's Cleaning Wks 659 Higuera.Sn Luis Obspo-236
Vapor Cleaning Wks 1340 Pine.....Pso Robls-62
WARDROBE THE 1137Garden...Sn Luis Obspo-892

Cleaners—Hat—See Hats—Renovators

Cleaners—Upholstery

See Upholstery Cleaners

Clergymen

Hart Frederick J Rev 981 Marsh..Sn Luis Obspo-1437
If no answer call.....Sn Luis Obspo-598-W
PERSSON LEROY REV
Osos&Pismo. Sn Luis Obspo-976
If no answer call.....Sn Luis Obspo-2015-W

Clothing—Boys', Retail

GENARDINI'S MENS WEAR
779 Higuera. Sn Luis Obspo-1362

Clothing—Men's—Retail

See also Men's Furnishings—Retail
GENARDINI'S MENS WEAR
779 Higuera. Sn Luis Obspo-1362
If no answer call.....Sn Luis Obspo-2780
Green Bros 871 Monterey.....Sn Luis Obspo-724
Hub The E Branch.....Aroyo Grnde-50
Schulze Bros 782 Higuera.....Sn Luis Obspo-364-J
Squires Mens Wear 745-12th.....Pso Robls-151-W
WICKENDEN'S 837 Monterey...Sn Luis Obspo-1511
Zeyen W H E Branch.....Aroyo Grnde-98-W

Clothing—Used

WHITEY'S army&navy store
We Buy & Sell
USED
CLOTHING
Next door to Safeway Store
993Higuera.....Sn Luis Obspo-1768

Clubs

Auto Club of So Calif
1134 Monterey. Sn Luis Obspo-1480
Morro Bay Club 5th.....Morro Bay-4311
PISMO BEACH ATHLETIC CLUB
Pomery. Pismo Bch-131
TEN-TWENTY-THREE CLUB
1023 Morro. Sn Luis Obspo-1170

Coal & Coke Dealers–Retail

Oakchar Products Corp 17th ..... Pso Robls-120
PAC COAST LUMBER CO OF CALIF
271 Higuera . Sn Luis Obspo-1420

Cocktail Lounges

Berta's 860 Monterey ..... Sn Luis Obspo-745
Breaker's Cafe Market&5th ..... Morro Bay-2431
BUDWEISER TAVERN
1032 Chorro . Sn Luis Obspo-1935
Casa Del Camino Tavern
958 Monterey . Sn Luis Obspo-210
Colombo Cafe & Cocktail Lounge
1232 Pine . Pso Robls-365
DANTES 955 Higuera ..... Sn Luis Obspo-2197
Doran J E Highway Atascadero-164
ESTRELLITA 964 Monterey ..... Sn Luis Obspo-96
GOLD ROOM 897 Monterey ..... Sn Luis Obspo-1324
HAPPY JACKS CAFE 6th&Main .... Morro Bay-2001
Hotel Butler 440 Pomeroy Av ..... Pismo Bch-41
JIM'S INN 1025 Morro ..... Sn Luis Obspo-252
JOHNNY'S TAVERN 1216 Spring ..... Pso Robls-85
LYLE'S MID-NITE COCKTAIL LOUNGE
1215 Spring . Pso Robls-798
MAUSBACH&HENDRICK BAR
106 Branch . Aroyo Grnde-107
NICK'S PLACE 986 Monterey .... Sn Luis Obspo-2282
NISBET'S 1022 Morro ..... Sn Luis Obspo-1866
O'Callahan J R TrafficWy Atascadero-14
PERROT PAUL BUVETTE
1011 Higuera . Sn Luis Obspo-2341
Pine Tree Cambria-4-Y-12
REX'S PLACE Atascadero Hotel Atascadero-298

Reasonable use, prompt answering, thoughtfulness of others, are helpful to all party line users. Telephone neighbors appreciate such teamwork.

COLLECTIONS
We Collect Any Kind of Account Anywhere
OUR 15TH YEAR
Phone
San Luis Obispo 652
MEDICO - DENTAL ADJUSTMENT BUREAU
A. BATEMAN
981 Monterey San Luis Obispo

COLLECTIONS
• ALL TYPES OF ACCOUNTS
• CREDIT REPORTING
Phone
SAN LUIS OBISPO 315
San Luis Obispo Credit Bureau
THOMAS RICE, *Manager*
987 OSOS SAN LUIS OBISPO

Cocktail Lounges–(Cont'd)

ROADSIDE INN
Dancing-Cocktail Lounge
Mr Irven N Ross-Prop
101 Hwy ..... Sn Luis Obspo-1912
SHAMROCK CAFE ..... Morro Bay-3711
Tobey's Palace Club 446 Cypress ..... Pismo Bch-70
TOWNSEND'S COFFEE SHOP&COCKTAIL LOUNGE
Edward&Margaret Madsen
990 Monterey ..... Sn Luis Obspo-1261
Waldorf Cafe 975 Osos ..... Sn Luis Obspo-1002
WALDORF CLUB 547 Cypress ..... Pismo Bch-91

Coffee Dealers–Retail

Farmer Bros 1531 Monterey ..... Sn Luis Obspo-134

Coffee Dealers–Whsle

CHASE & SANBORN COFFEE—
STANDARD BRANDS INC
1910 Ruth . Sn Luis Obspo-2223

FARMER BROS 1531 Monterey ... Sn Luis Obspo-134
JUILLARD-COCKCROFT
230 Snta Barbara Av . Sn Luis Obspo-93

Coin Machines & Supplies

GOUFF MITCHELL E
COIN OPERATED
MUSIC
AND
AMUSEMENT
MACHINES
145-16th ..... Pso Robls-1055

Coke–See Coal & Coke Dealers Headings

Cold Storage Lockers

Bryan Meat Co 1307 Park ..... Pso Robls-456
Puritan Ice Co Traffic Wy Atascadero-59
Sanlo Wholesale Meat & Cold Storage Co
340 Higuera . Sn Luis Obspo-482

Cold Storage Warehouses

Puritan Ice Co Traffic Wy Atascadero-59
SAN LUIS ICE & COLD STORAGE CO
1406 Walker . Sn Luis Obspo-67

Collection Agencies

MEDICO-DENTAL ADJUSTMENT BUREAU
981 Monterey . Sn Luis Obspo-652
(See Advertisement This Page)
PASO ROBLES CREDIT BUREAU
Bank of America Bldg . Pso Robls-165
SAN LUIS OBISPO CREDIT BUREAU
987 Osos . Sn Luis Obspo-315
(See Advertisement This Page)

Colleges–See Schools

Compressors–Air
See Air Compressors Headings

Concrete Construction
See Contractors–Concrete

War needs the wires more every day. Use Long Distance only when it is absolutely necessary. Help clear the wires for vital war calls.

Concrete–Ready Mixed

SOUTHERN PACIFIC MILLING CO
Snta Barbara Av . Sn Luis Obspo-2200
(See Advertisement This Page)

Confectioners–Retail

Annabelle Smoke Shop
190 Higuera . Sn Luis Obspo-1927
AUSTIN'S CONFECTIONERY
868 Monterey . Sn Luis Obspo-86
Canary Cottage 1200 Spring ..... Pso Robls-57

Construction Service

See Contractors Headings

Contractors–Building

Pumphrey C E 1221 Park ..... Pso Robls-740
Rasmussen J H 416 Traffic ..... Aroyo Grnde-115
Sharps C C 306 EBranch ..... Aroyo Grnde-120

Contractors–Concrete

Brown Doko & Baun Dolliver ..... Pismo Bch-36
JOHNSON A O
Cement Contractors-Foundation
Walks-Curbs Driveways Etc
895 Lincoln ..... Sn Luis Obspo-709
Johnson A R 609-18th ..... Pso Robls-551

Contractors–Electric

See Electric Contractors–Industrial & Household

Contractors–Engineering

Madonna A 1028 Chorro ..... Sn Luis Obspo-11

Contractors–Excavating

Brisco L A
Grading & Oiling
141 Bridge ..... Aroyo Grnde-40

Contractors–General

BROWN DOKO & BAUN
GENERAL CONTRACTING
& CONCRETE WORK
PAVING & GRADING
EXCAVATING
Dolliver ..... Pismo Bch-36

DALESSI HENRY C
GENERAL CONTRACTORS
ROAD CONSTRUCTION
and
MATERIALS - MINING
450 Marsh ..... Sn Luis Obspo-118

Gallagher Pat 705 High ..... Sn Luis Obspo-297
Hill L L Morro ..... Sn Luis Obspo-2735

MADONNA A
GENERAL CONTRACTING
Modern Equipment & Service
Excavating, Paving, Grading
Dump Trucks, Low Bed Trailers, Bulldozers, Shovels, Concrete, Rock, Sand, Loam, Creek Gravel, Red Rock
1028 Chorro ..... Sn Luis Obspo-11
Residence ..... Sn Luis Obspo-2090

Contractors–General–(Cont'd)

MAINO THEO M 1041 Chorro .... Sn Luis Obspo-177
If no answer call ..... Sn Luis Obspo-679
PUMPHREY C E 1221 Park ..... Pso Robls-740
ROSELIP WALTER B
ROCK - SAND
ASPHALTIC PLANT-MIX
GENERAL CONTRACTING
Excavating - Grading - Paving
615 Grand ..... Sn Luis Obspo-785
If no answer call ..... Sn Luis Obspo-211-W
Plant Atascadero-20
Roselip Walter B Ferrocarril Rd Atascadero-20

Contractors–Heating & Ventilating

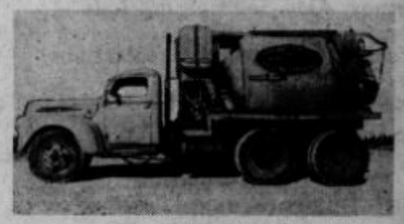
See also Plumbers
SMEE'S PLUMBING & HEATING SHOP
1302 Osos . Sn Luis Obspo-766

Contractors–Painting

See Painting Contractors

Contractors–Plumbing–See Plumbers

Would you like a separate business listing under your own name in the Telephone Directory? Does anyone in your business or home wish a personal listing? The charge for extra listings is small, the convenience often great.

SOUTHERN PACIFIC MILLING CO.
"Since M 1885"
READY MIXED CONCRETE

• Rock - Sand
• Cement, Etc.
PHONES
San Luis Obispo 2200 1118
Santa Barbara Av. - San Luis Obispo

Contractors–Roofing–See Roofers

Contractors–Sidewalk
See Contractors–Concrete

Cork Insulation
See Insulation Materials–Cold & Heat

Corned Meats–See Meat–Whsle

Corsets–Retail
Charis Corsetier
Atascadero&SanGabriel . Atascadero-153-J

Cosmetics–Retail
Merle Norman Cosmetics Studio
748Higuera . Sn Luis Obspo-1477

County Government Offices
See Alphabetical Directory Under
"San Luis Obispo County of"

Creameries–See Milk & Milk Products

Creamery Supplies
See Dairy Equipment & Supplies

Credit Reporting Agencies
Paso Robles Credit Bureau
Bank of America Bldg . Pso Robls-165
SAN LUIS OBISPO CREDIT BUREAU
987 Osos . Sn Luis Obspo-315

Crematoriums
Gray Harry S Funeral Chapel & Crematorium
S Highway . Atascadero-98

Dairies & Dairy Products
See Milk & Milk Products

Dairy Equipment & Supplies
Cooperative Farmers Supply Co Inc
Agency De Laval Milkers-Separators
1311 Park . . . . . Pso Robls-344

Dancing Academies
Engel Charlotte Helen
All Types Of Dancing Taught
200Mason . . . . . Aroyo Grnde-276-M
Renee & Le Mar 1236 Palm . . . . . Sn Luis Obspo-705

Deafness Aids–See Hearing Aids

Defense Agencies–See Associations

Delicatessens–Retail
Delite Bakery & Delicatessen
723 Higuera . Sn Luis Obspo-437

Dental Laboratories
Clark Dental Laboratory
793 Higuera . Sn Luis Obspo-110

War needs the wires more every day. Use Long Distance only when it is absolutely necessary. Help clear the wires for vital war calls.

Dentists
Brazil W H 1041 Chorro . . . . . Sn Luis Obspo-1089
Brown Ray N 612-12th . . . . . Pso Robls-1414
Dewlaney C W S Highway Atascadero-82
Donkin E B 1115 Vine . . . . . Pso Robls-237
Fein C B 1205 Park . . . . . Pso Robls-222
Goodnight Charles 846 Higuera . . . Sn Luis Obspo-582
Green J P 522-13th . . . . . Pso Robls-47
Kirtland Howard B 1114 Marsh . . . . Sn Luis Obspo-72
Loveall Ben F 774 Marsh . . . . . Sn Luis Obspo-880
Martin A B 997 Monterey . . . . . Sn Luis Obspo-109
Montgomery H Ray 781 Marsh . . . . Sn Luis Obspo-303
Peachey Robert I Bank of America Bg . . Pso Robls-121
Polin O M 1026 Chorro . . . . . Sn Luis Obspo-640-J
Woolley G P 129Bridge . . . . . Aroyo Grnde-76

Department Stores
Cooperative Farmers Supply Co Inc
1311 Park . Pso Robls-344
Doko A Variety Store 812 Price . . . . . Pismo Bch-51
Lyons' Red & White Store Cambria-34
MONTGOMERY WARD & CO
Catalog Department
876 Higuera . Sn Luis Obspo-2312
Retail Department Store
876 Higuera . Sn Luis Obspo-2310
Morgan's Dry Goods Highway Atascadero-28-W
National Dollar Store 736 Higuera . Sn Luis Obspo-623
PASO ROBLES MERCANTILE CO
839-12th . Pso Robls-340
Riley-Lannon Co 749 Higuera . . . . . Sn Luis Obspo-36
Rumley's Dept Store 5th . . . . . Morro Bay-3251
SEARS ROEBUCK & CO
879 Higuera . Sn Luis Obspo-760
Woolworth F W Co 778 Higuera . . Sn Luis Obspo-2458

Desks–Repairing
See Furniture Repairing & Refinishing

Diamonds–Jewelry–See Jewelers Headings

Doctors
See Specific Kinds, i.e. Chiropodists; Chiropractors; Dentists; Osteopathic Phys. & Surgeons and Osteopathic Phys; Physicians & Surgeons, M.D.; Etc

Dog Hospitals–See Veterinary Hospitals

Draperies–Retail
WHITAKER'S FURNITURE
766Higuera . Sn Luis Obspo-1006

Dress Suits–See Clothing Headings

Dresses–Mfrs
Rag Doll Shop SecurityBankBldg . . Sn Luis Obspo-2240

Dresses–Retail
ANITA FROCKS 758Higuera . . . . Sn Luis Obspo-2794
Billie's Toy & Baby Shop
856 Monterey . Sn Luis Obspo-2628-W
Chambers Dress Shop 1214 Park . . . . . Pso Robls-74
Christine's 1321 Park . . . . . Pso Robls-1041
CHRISTINE'S 787Higuera . . . . . Sn Luis Obspo-504
Fritzi Ann Highway Atascadero-2
Harding Dorotha M Dress Shop
636Price . Pismo Bch-324
Kipper's 853 Higuera . . . . . Sn Luis Obspo-207
Lacterman's 728 Higuera . . . . . Sn Luis Obspo-1285
Motz Style Shop
Margaret McNeil-Prop
856Higuera . . . . . Sn Luis Obspo-1054
RU-MAE SHOPPE 1123 Chorro . . Sn Luis Obspo-1718
Smart Shoppe 1112Chorro . . . . Sn Luis Obspo-1099-W
SMITH LEONORE M 126Branch . . . . . Aroyo Grnde-9

Dressmakers
Champion John D Mrs Palma Av Atascadero-63-J
Keener H L Mrs 3004Pine . . . . . Pso Robls-717-W
Pat's Dressmaking Shop
1120 Morro . Sn Luis Obspo-2144
Rag Doll Shop SecurityBankBldg . . Sn Luis Obspo-2240
Wee Shop The 1117 Chorro . . . . . Sn Luis Obspo-487

Drinking Fountains
See Water Coolers & Fountains

Druggists–Retail
Arroyo Drug Co 130 Branch . . . . . Aroyo Grnde-46
B & H Drug Store 899 Higuera . . . . Sn Luis Obspo-530
Brown's Pharmacy State Hwy Atascadero-51
CLARKE'S DRUG STORE 815-12th . . Pso Robls-51
DANIELS' DRUG STORE 1317Park . . Pso Robls-1500
Eagle Pharmacy 898 Higuera . . . . . Sn Luis Obspo-916
ECONOMY DRUG CO NO 1
Prescriptions-Cut Rate Drugs
770Higuera . . . . . Sn Luis Obspo-1928
ECONOMY DRUG CO NO 2
796Higuera . Sn Luis Obspo-488
Elliott's Pharmacy
Prescription Pharmacy
Highway Atascadero-34
HENDERSON DRUG STORE Pomeroy . . Pismo Bch-18
Hi-Way Drug Store
Prescription Pharmacy
1217 Spring . . . . . Pso Robls-152
HOTEL DRUG STORE
AndersonHotelBg . Sn Luis Obspo-35
Leiter's Pharmacy 5th . . . . . Morro Bay-2831
Leiter's Pharmacy 624 Price . . . . . Pismo Bch-180
PARK PHARMACY
Prescription Druggists
801-12th . . . . . Pso Robls-33
PASO ROBLES PHARMACY
Prescription Pharmacists
719-12th . . . . . Pso Robls-1
Rexall Drug Store 839 Higuera . . . . . Sn Luis Obspo-32
Sliters' Day & Night Drug Store
1634 Osos . Sn Luis Obspo-660
WEISHAR'S CITY PHARMACY
858 Higuera . Sn Luis Obspo-112
If no answer call . . . . . Sn Luis Obspo-1697-J

Drums–Musical
See Musical Instruments Headings

Dry Cleaners–See Cleaners & Dyers

Dry Goods–Retail
Arroyo Grande Commercial Co
303 Branch . Aroyo Grnde-202
Penney J C Co 1244 Park . . . . . Pso Robls-260
Penney J C Co 868 Higuera . . . . . Sn Luis Obspo-1367
Riley-Lannon Co 749 Higuera . . . . . Sn Luis Obspo-36
Sinsheimer Bros 849 Monterey . . . . Sn Luis Obspo-143

Duplicating Machine Supplies
MIMEOGRAPH AUTHORIZED SALES&SERVICE—
PACIFIC COAST PUBLISHING CO
A B Dick Exclusive Tri-County Distributor
1022 State SantaBarbara
(Toll) Call "Operator" for Snta Barbara-3159

Dyers–See Cleaners & Dyers

Ear Phones–See Hearing Aids

Eggs–Retail
Bader Wm 12th&Railroad . . . . . Pso Robls-298

Eggs–Whsle
Bader Wm 12th&Railroad . . . . . Pso Robls-298
POULTRYMEN'S CO-OPERATIVE ASSN OF SOUTHERN CALIF TrafficWy . Atascadero-84

Electric Appliances–Household, Repairing
Arroyo Grande Electric Co 155Traffic . Aroyo Grnde-113
CLINE'S ELECTRIC SHOP
We Service Everything Electrical
962 Monterey . . . . . Sn Luis Obspo-13
PISMO RADIO&ELECTRIC CO
575Dolliver . Pismo Bch-165
SILER&BOTTS 1240½Park . . . . . Pso Robls-189

Electric Appliances–Household, Retail
Cooperative Farmers Supply Co Inc
1311 Park . Pso Robls-344
Derby's Electric Shop 827-13th . . . . . Pso Robls-91
Hickenbottom J F&Sons 777Marsh . Sn Luis Obspo-506
Mastercraft Electric Store
321 Snta Barbara Av . Sn Luis Obspo-1338

Electric Contractors–Industrial & Household
BREWER & JONES
General Electric Contractors
Home & Commercial Wiring
Electrical Repair Service
CEMENT WORK &
PLUMBING SERVICE
Cayucos Cayucos-10

Moore Douglas
Ensenada&Capistrano . Atascadero-234-M
Pacific Electric Service 1619 Osos . Sn Luis Obspo-1790
San Luis Electric&Heating Service
Johnson . Sn Luis Obspo-2614

SILER & BOTTS
ELECTRIC CONTRACTORS
INDUSTRIAL & DOMESTIC WIRING
MOTORS & CONTROLS
APPLIANCE DEPARTMENT
FIXTURES
1240½Park . . . . . Pso Robls-189

Valley Electric Co 851 Higuera . . . Sn Luis Obspo-264

For full use of your telephone, please keep your instrument "hung up"—ready for service!

Electric Equipment–Service & Repairing

Arroyo Grande Electric Co 155Traffic.Aroyo Grnde-113
Cook F D Plumber & Electrician
1032 Pine. Pso Robls-1032
If no answer call.....Pso Robls-23-F-2
(See Advertisement This Page)
McCLURE'S REPAIR SERVICE
2145Broad. Sn Luis Obspo-2221
(See Advertisement This Page)
Pismo Radio&Electric Co 575Dolliver..Pismo Bch-165

It pays to make frequent use of the Classified Telephone Directory. It lists services, stores, products and professional people—all classified for your convenience.

ELECTRICAL TROUBLE?
Call Paso Robles 1032
Nights Call Paso Robles 23-F-2
F. D. COOK
PLUMBER & ELECTRICIAN
1032 Pine Paso Robles

RADIO & ELECTRIC REPAIRS OF ALL KINDS
Washing Machines - Vacuums
Ironers - Electric Wiring
Complete Appliance Service
McCLURE'S REPAIR SERVICE
2145 Broad San Luis Obispo 2221

YOU CAN HELP THE WAR TODAY

War needs the wires. With your help we'll get through all essential Long Distance calls, if you'll go easy on the unessential ones.

Electric Heaters
See Electric Appliances–Household Headings

Electric Light & Power Companies

Coats W R 139 Bridge.....Aroyo Grnde-291
Pacific Gas & Electric Co State Hwy..Atascadero-45
Substation Morro Rd.....Atascadero-176
Pacific Gas & Electric Co.....Cambria-44
Pacific Gas & Electric Co
Office 617-12th.....Pso Robls-78
Service Man 1425 Chestnut.....Pso Robls-175
Service Man 1920 Oak.....Pso Robls-279
Substation Riverside.....Pso Robls-769
Pacific Gas & Electric Co
Office 894 Monterey.....Sn Luis Obspo-58
Plant & Storeroom Pismo.....Sn Luis Obspo-87
Substation & Night Operator
Orcutt Rd. Sn Luis Obspo-1045

Electric Motors–Repairing

Pacific Electric Service 1619 Osos.Sn Luis Obspo-1790
SILER&BOTTS 1240½Park.....Pso Robles-189

Electric Ranges
See Ranges & Stoves Headings

Electric Signs–See Signs

Electric Supplies–Retail

Turney's Electric Shop 124 Branch...Aroyo Grnde-41

Electric Water Heaters
See Water Heaters Headings

Electrical Service–Automobile
See Automobile Electrical Service

Electricians
See Electric Contractors Headings

Employment Agencies

U S Govt
U S Employment Service War Man Power
Commission 738 Pismo. Sn Luis Obspo-2010
U S Employment Service War Manpower
Commission 720-14th. Pso Robls-788

Engravers–Jewelry–See Jewelry Engravers

Escrow Companies

TITLE INSURANCE AND TRUST COMPANY
777Higuera. Sn Luis Obspo-321

Excavating–See Contractors–Excavating

Exide Batteries
Look on "B" pages under "Batteries–Retail"

Express Forwarding

California Motor Express Limited.....Cayucos-4-W
Calif Motor Express Limited 1138-13th.Pso Robls-657
California Motor Express Limited
390 Pacific. Sn Luis Obspo-800
Coast Line Express 390 Pacific... Sn Luis Obspo-800
PAC FREIGHT LINES Higuera..Sn Luis Obspo-1370
Railway Express Agency Inc 1332 Spring.Pso Robls-68
Railway Express Agency Inc
Railroad Av. Sn Luis Obspo-522

Keep the Classified Telephone Directory handy; it can save you time and effort.

Exterminating
See also Termite Control
Paramount Pest Control Service
1028 Chorro. Sn Luis Obspo-2837
(See Advertisement This Page)

Farm Implements
See Agricultural Implements

Federal Government Offices
See Alphabetical Directory Under "U S Government"

Feed Concentrates & Supplements

SOUTHERN PACIFIC MILLING CO
Riverside Av. Pso Robls-9

Feed Dealers

Arroyo Grande Warehouse Co Ide. Aroyo Grnde-200-W
BECKER H D California Blvd.....Sn Luis Obspo-587
COAST COUNTIES WAREHOUSES
157Higuera. Sn Luis Obspo-2678
(See Advertisement This Page)
FARMER'S ALLIANCE BUSINESS ASSOCIATION
945RiversideAv. Pso Robls-115
Greenaway's Feed Store Eaglet...Atascadero-236-W
Loomis E C & Son 415 Branch.....Aroyo Grnde-32
Loomis E C & Son 147 High....Sn Luis Obspo-1080
POULTRYMEN'S CO-OPERATIVE ASSN OF SOUTHERN CALIF TrafficWy. Atascadero-84
ROUNTREE FEED CO Ide.....Aroyo Grnde-200-W
SAN LUIS FEED CO 305 Higuera. Sn Luis Obspo-655
SOUTHERN PACIFIC MILLING CO
STOCK & POULTRY FEEDS
GRAIN BUYERS
WAREHOUSEMEN
RiversideAv.....Pso Robls-9
Templeton Feed Store Highway.....Templtn-14-J

Fencing Equipment & Supplies
See Sporting Goods Headings

Fertilizers–Retail

Loomis E C & Son 415 Branch.....Aroyo Grnde-32
Loomis E C & Son 147 High....Sn Luis Obspo-1080
ROUNTREE FEED CO Ide.....Aroyo Grnde-200-W

Field Glasses–See Optical Goods

Financing
See also Loans
Mercantile Acceptance Company
994Monterey. Sn Luis Obspo-994
Mercantile Acceptance Corp Of Calif
994Monterey. Sn Luis Obspo-994

Firearms–See Sporting Goods Headings

Fish–Retail

Abbey C L Olive.....Morro Bay-4071
ECHOLS FISH MARKET
Cypress&Stimson. Pismo Bch-137
Morro Bay Oyster Co
Fresh Oysters Direct From Beds
Morro Bay Blvd.....Morro Bay-2491
(Continued Next Page)

To war-busy places, please make only the Long Distance calls that are essential.

Calling "DOC KILZUM"
his patients ALL DIE
that's why he is
PARAMOUNT
Hotels Apartments & Homes Our Specialty
In Control of
• BATS • ROACHES • MOTHS • RATS
• FLEAS • SILVERFISH • MICE • ANTS
• TERMITES, ETC.
Telephone
San Luis Obispo 2837
1028 Chorro St.
BONDED SERVICE by BONDED OPERATORS
safeguard your home "Termize" by WODERTH PROCESS a positive termite control
PARAMOUNT PEST CONTROL SERVICE

Authorized Dealers

Albers Proven Feeds
POULTRY — TURKEY — RABBIT and DAIRY FEEDS
COAST COUNTIES WAREHOUSES
Rolling — Grinding — Cleaning and Storing
157 HIGUERA ST. ARROYO GRANDE
San Luis Obispo 2678 200-W

Fish–Retail–(Cont'd)

SAN LUIS FISH CO
WHOLESALE & RETAIL
FRESH FISH DAILY
OYSTERS - SHRIMPS
ALL SEA FOOD IN SEASON
680 Higuera ..... Sn Luis Obspo-136

Fish–Whsle

Carver L F Kern ..... Morro Bay-2751
Castagnola Geo V Cambria-73
Echols Fish Market Cypress&Stimson..Pismo Bch-137
Farris J Fish Co Sn Miguel..... Sn Luis Obspo-8-R-12
Morro Bay Oyster Co Morro Bay Blvd Morro Bay-2491
Paladini A Inc
Slicing & Preparing Abalone Steaks
SMain ..... Morro Bay-2621
San Luis Fish Co 680 Higuera..... Sn Luis Obspo-136

Fisk Batteries

Look on "B" pages under
"Batteries–Retail"

Fisk Tires

Look on "T" pages under
"Tires–Dealers"

Five Cents To One Dollar Stores

Marsalek's Variety 116 Branch..... Aroyo Grnde-98-J

Floor Coverings–See Linoleum Headings

Floors–Materials & Laying

MATEJCEK A J
Hardwood Floors
Sanding & Refinishing Old Floors
161 Ward..... Sn Luis Obspo-272-W

Floors–Tile–See Tile Headings

Florists–Retail

BRISCO NURSERY & FLORIST
CUT FLOWERS
CORSAGES A SPECIALTY
WEDDING & FUNERAL DESIGNS
We Telegraph Flowers
1422 Monterey..... Sn Luis Obspo-2060

Florists–Retail–(Cont'd)

GOOLD'S GARDENS
FLOWERS
FOR EVERY OCCASION
Complete Decorations
FLORAL DESIGNS - WEDDINGS - GIFTS
Telegraph Flowers the Bonded Way
1512 Mill..... Sn Luis Obspo-1733
If no answer call... Sn Luis Obspo-2455-R

HIGGINS FLOWER SHOP 1411 Pine.. Pso Robls-656
(See Advertisement This Page)
Hobbs E Miramon Av..... Atascadero-54

MISSION FLORIST
Conveniently Located in Anderson Hotel Bldg.
Open 10:30 A.M. to 8 P.M. Daily
FINEST IN FLOWERS
CORSAGES A SPECIALTY
WEDDING & FUNERAL DESIGNS
WE TELEGRAPH FLOWERS
965 Montrey ..... Sn Luis Obspo-432

PALMER C W MORTUARY
1264 Higuera. Sn Luis Obspo-452
Perrine S C State Hwy..... Atascadero-63-W
Wilson's Flower Shop 1110 Garden. Sn Luis Obspo-622

Flower Bulbs–See Seeds & Bulbs–Retail

Flywheels–Repairing

See Automobile Repairing; also Welding

Food Products

Cudahy Packing Co 173 Chorro... Sn Luis Obspo-1071
Rosenthal Mart 443 Higuera..... Sn Luis Obspo-644
Sigsbee Chas 401 High..... Sn Luis Obspo-1602
SIMON LEVI CO LTD
Distrs Best Foods Products
904 High ..... Sn Luis Obspo-1894

Foods–Frozen–See Frozen Foods

Fraternal Organizations

See also Associations
Loyal Order of Moose No 1409 Price.. Pismo Bch-301

Freight Motor Carriers

See Motor Freight Companies Headings

Frigidaire Electric Ranges

Look on "R" pages under
"Ranges & Stoves–Dealers"

Frigidaire Refrigerators

Look on "R" pages under
"Refrigerators–Domestic"

Frozen Foods

BIRDS EYE FROSTED FOODS—
GOLDEN STATE COMPANY LTD
570 Higuera Sn Luis Obspo-181

Fruit & Vegetable Growers & Shippers

Cunha M S Oceano..... Aroyo Grnde-258-F-21
Kavanagh Distributing Co Edna..... Sn Luis Obspo-66
Northside Gardens Highway 1..... Morro Bay-2918
Reyes S D Ranch No 2..... Aroyo Grnde-237-F-4
RUSH FRED W CO Oceano... Aroyo Grnde-256-F-13
San Luis Distributing Co Edna... Sn Luis Obspo-2586
TABB H E CO Oceano..... Aroyo Grnde-272-F-2

Fruits & Vegetables–Whsle

LEVY A & ZENTNER J CO
303 Higuera. Sn Luis Obspo-1381
Panos Geo S..... Nipomo-16
WRIDE E C SnAndreas&SntaYsabel. Atascadero-124-J

Fuels

See Specific Kinds, i.e., Coal & Coke Dealers;
Oils–Fuel & Heating; Etc

Funeral Directors

GRAY HARRY S FUNERAL CHAPEL & CREMATORIUM S Highway..... Atascadero-98
(See Advertisement This Page)
Joyaux H V 1135 Snta Rosa..... Sn Luis Obspo-88
KUEHL FUNERAL HOME 1703 Spring. Pso Robls-301
PALMER C W MORTUARY
1264 Higuera. Sn Luis Obspo-452
(See Advertisement This Page)
Richardson R F Co 1135 SntaRosa.. Sn Luis Obspo-88
(See Advertisement This Page)
Wood Earl W 134 Nelson..... Aroyo Grnde-39

Fungicides–See Insecticides

Fur Dealers–Retail

LACTERMAN'S
Large Selection Of
Fine Furs In All Prices
Buy Your Furs With Confidence
From the Expert Furrier of San
Luis Obispo County
Remodeling - Repairing - Restyling
728 Higuera ..... Sn Luis Obspo-1285

Furnaces–Heating

Smee's Plumbing&Heating Shop
1302 Osos. Sn Luis Obspo-766

Furniture Cleaning

See Upholstery Cleaners

Furniture Dealers–New

Carlton Furniture Co 101 Hwy..... Atascadero-374
Davidson's Furniture & Awning Store
669 Higuera. Sn Luis Obspo-421
EWERS HOME FURNISHINGS
777 Marsh. Sn Luis Obspo-506
(See Advertisement This Page)
HEATON R C CO 803-13th..... Pso Robls-29
SEARS ROEBUCK & CO
879 Higuera. Sn Luis Obspo-760
Trussler's Furniture Store 1303 Park.. Pso Robls-126
WHITAKER'S FURNITURE
766 Higuera. Sn Luis Obspo-1006
YOURS & MY FURNITURE STORE
1127 Broad. Sn Luis Obspo-942

Furniture Dealers–Used

Gamboni's Used Furniture
We Buy-Sell & Exchange
Everything For The Home
663 Higuera..... Sn Luis Obspo-1560-J
McAdams' Second Hand Store
If You Have Furniture To Sell
See Us First-Everything For The Home
907-12th..... Pso Robls-1329-W
MORRIS SECOND HAND STORE
We Buy&Sell Everything
1115 Broad ..... Sn Luis Obspo-2219
(Continued Next Page)

Buy United States War Bonds and Stamps.

HARRY S. GRAY
FUNERAL DIRECTOR
Prompt, Careful, Courteous, Complete Funeral Service
Atascadero Crematorium in Connection
Homelike Chapel - Visitors Welcome
Inspection Invited
Phone Atascadero 98
AMBULANCE SERVICE
DAY OR NIGHT
Phone Atascadero 98

L. V. RICHARDSON H. V. JOYAUX

R. F. RICHARDSON CO.
FUNERAL DIRECTORS
"Oldest Established Mortuary in Point of Continuous Service in This County"
1135 Santa Rosa **San Luis Obispo 88**

C. W. PALMER
Mortuary
Established 1900

BEAUTIFUL CHAPEL SERVICE
Lady Attendant
Phone **San Luis Obispo 452**
1264 Higuera St.

EWERS
Home Furnishings
San Luis Obispo 506
BABY FURNITURE
& BUGGIES - HIGH CHAIR PADS
PLAY PEN PADS
CRIBS - THROW RUGS
MIRRORS & LAMPS
777 Marsh St.

Furniture Dealers–Used–(Cont'd)

Morro Bay Hardware Store 5th.... Morro Bay-2941
Purcell's Storage&Furniture Exchange
Hwy. Atascadero-200

YOURS & MY FURNITURE STORE
NEW & USED
FURNITURE
BOUGHT - SOLD - EXCHANGED
Highest Cash Prices Paid
H. L. McKEEN, Mgr.
1127 Broad.....Sn Luis Obspo-942

Furniture Repairing & Refinishing

FIXIT SHOP 1230 Osos.....Sn Luis Obspo-2092-W
Industrial Finishing Shop 910High.Sn Luis Obspo-1407
(See Advertisement This Page)
PISMO TRADING CENTER
What Have You-We Pay Cash-On 101 Hwy
Price .....Pismo Bch-198

Furniture Upholstering–See Upholsterers

Furs–See Fur Headings

A store may not immediately come to the mind of a prospect when special services are desired, such as are offered by a Beauty Salon, Radio or Watch Repairing Department. Many establishments, realizing this, advertise under several classifications in the Classified Directory. Thus they direct more business their way.

FURNITURE
Service
Refinishing - Repairing
Cabinet Work, Etc.
Special Furniture
Designed to Order
Industrial Finishing Shop
V. F. EMMONS, *Prop.*
910 High **San Luis Obispo 1407**

STEVE'S GARAGE
STEVE ZEGAR, Prop.
Open 24 Hours
TELEPHONE
SAN LUIS OBISPO **100.**
Cars Washed, Polished, Steam Cleaned
Lubrication, Gasoline and Oil
Storage Night, Week or Month
One of the Most Modern
Garages on 101 Highway
Batteries, Automobile Accessories, etc.
Yellow Cab Stand, 1044 Monterey St.

Garages

See also Automobile Repairing

Al's Brake Shop 1175Monterey..Sn Luis Obspo-1384
Atascadero Garage State Hwy.....Atascadero-16
Atascadero Motor Serv 101Hwy.....Atascadero-368
Baxter Garage 535 Price.....Pismo Bch-80
BELLO GARAGE&MACHINE SHOP
1234 Broad.Sn Luis Obspo-116
Bishop's Garage & Radiator Shop
148 Allen.Aroyo Grnde-74-W
Boriack Bros Garage
874Monterey.Sn Luis Obspo-1469
Brown Joe C 16th&Spring.....Pso Robls-706
Caccia Howard D.....Morro Bay-4621
Cambria Pines Garage HighwayNo1...Cambria-45-M
Cayucos Garage.....Cayucos-8
Cook's Garage 131 Traffic Wy....Aroyo Grnde-241-W
Cook's Standard Garage 155Traffic..Aroyo Grnde-121
Danforth Pat 678 Marsh.....Sn Luis Obspo-1566
Davis Harry E 102 Branch.....Aroyo Grnde-8-R
Don's Garage 786 Chorro.....Sn Luis Obspo-1373-J
FREMONT STORAGE GARAGE
1005 Monterey.Sn Luis Obspo-3
FRENETTE'S GARAGE SHwy.....Atascadero-85
Highway Garage 285 Price.....Pismo Bch-119
Hi-way Garage 918-13th.....Pso Robls-69
Hove Ed.....Templtn-6-W
KAMM C H&CO 1034Monterey....Sn Luis Obspo-162
Langan M B Buick Garage.....Cambria-2
MISSION GARAGE
Storage & Parking
1011 Chorro.....Sn Luis Obspo-388
Netto's Garage 635 Price.....Pismo Bch-162
Ocean View Garage Main.....Morro Bay-2421
Pimentel&Weaver Garage
101Highway.Sn Luis Obspo-1360
Pioneer Garage 1246 Spring.....Pso Robls-169-W
Pontiac Garage 1020Park.....Pso Robls-1000
R&C Garage.....Nipomo-17
Roosevelt Garage.....Cayucos-9-M
Routzahn Motor Co 636Higuera...Sn Luis Obspo-1470
Service Garage 917-12th.....Pso Robls-35-R
SHANDON GARAGE Shandon.....Pso Robls-1-F-3
Standard Motor Sales 990 Higuera..Sn Luis Obspo-44
Star Garage Highway.....S Margrita-3
STEVE'S GARAGE 1044Monterey.Sn Luis Obspo-100
(See Advertisement This Page)
Sweeter's Garage Oceano.....Aroyo Grnde-230-F-14
Thresh E H Inc 1101Monterey....Sn Luis Obspo-102
Tunison Basil A 1501 Spring.....Pso Robls-14

Garbage Collection

Paso Robles Waste Disposal
1719 Pine.Pso Robls-653-W
If no answer call.....Pso Robls-98
San Luis Garbage Co 518 Higuera.Sn Luis Obspo-1672
If no answer call.....Sn Luis Obspo-1614-W
Or call.....Sn Luis Obspo-1680

Garments

See Women's Wearing Apparel Headings

Gas–Bottled

Franscioni Butane Sales & Serv
2801 Spring.Pso Robls-343

Gas Companies

Southern Counties Gas Co
Pismo Rd.Aroyo Grnde-234-F-11
Southern Counties Gas Co Highway...Atascadero-163
Southern Counties Gas Co 5th.....Morro Bay-2821
Southern Counties Gas Co 823-13th....Pso Robls-500
Southern Counties Gas Co
Office 504 Dolliver.....Pismo Bch-32-M
Southern Counties Gas Co
Office 1141 Chorro.....Sn Luis Obspo-16
Night Call 446Hathway....Sn Luis Obspo-1035-W
Plant Broad.....Sn Luis Obspo-490

For victory — buy United States War Bonds.

Gasoline & Oil Marketers & Distrs

ASSOCIATED OIL CO OrcuttRd.Sn Luis Obspo-727-W
If no answer call.....Sn Luis Obspo-1972
General Petroleum Corp 5th&Pine.....Pso Robls-252
MICHELS H E 1446 Spring.....Pso Robls-176
Richfield Oil Corp 6th&Pine.....Pso Robls-418
Richfield O'l Corp Orcutt Rd....Sn Luis Obspo-414-W
ROUNTREE OIL DISTRIBUTING CO
100TrafficWy.Aroyo Grnde-54
Seaside Oil Co
P H Crum-Distributor
Pismo Hwy.....Sn Luis Obspo-1396
SEASIDE OIL CO.....Templtn-4
SIGNAL OIL CO 1446 Spring.....Pso Robls-176
If no answer call.....Pso Robls-283-J
Signal Oil Co 751 Marsh.....Sn Luis Obspo-802
TEXAS CO THE DISTRIBUTOR
Stenner.Sn Luis Obspo-1277
Tide Water Associated Co
Orcutt Rd.Sn Luis Obspo-727-W
TIDE WATER ASSOCIATED OIL CO
26th.Pso Robls-911-W
Wilshire Oil Co 101Hwy.....Sn Luis-565

Gasoline Service Stations

See Service Stations

Gift Shops

Gift Nook 1120Chorro.....Sn Luis Obspo-2826
Goold's Gardens 1512 Mill.....Sn Luis Obspo-1733
JERRAM V C JERRY 1023 Osos..Sn Luis Obspo-1661

Ginger Ale–See Beverages–Non Alcoholic

Glace Fruits

See Confectioners Headings; also Fruits & Vegetables Headings

Glass–Auto, Plate, Window, Etc

Bouton Cabinet&Glass Shop
DelRioAv.Atascadero-255
Paso Robles Glass Shop 1628 Spring..Pso Robls-469
(See Advertisement This Page)
Pearson Glass Shop 673Higuera..Sn Luis Obspo-1372
(See Advertisement This Page)
WESTERN CABINET WORKS
1000Park.Pso Robls-289

Gold Buyers

BROWN CLARENCE 862 Higuera.Sn Luis Obspo-1312

Golf Courses–Public

Calif State Park Golf Club House
StatePark.Morro Bay-3831

Government Offices–City

See Alphabetical Directory Under "Name of City"

Government Offices–County

See Alphabetical Directory Under "San Luis Obispo County of"

Government Offices–Federal

See Alphabetical Directory Under "U S Government"

Government Offices–State

See Alphabetical Directory Under "Calif State of"

Make the Classified Telephone Directory your buying guide—it can save you time and effort.

Grain Brokers

Loomis E C & Son 415 Branch.....Aroyo Grnde-32
Loomis E C & Son 147 High.....Sn Luis Obspo-1080

Grain Dealers

Cousins James I 822-13th.....Pso Robls-119-W
Loomis E C & Son 415 Branch.....Aroyo Grnde-32
Loomis E C & Son 147 High.....Sn Luis Obspo-1080
Pelton R D 1225 Riverside Av.....Pso Robls-214
Sutton H C 1227 Pine.....Pso Robls-379

Gravel–See Sand & Gravel

Greeting Cards–Retail

Gift Nook 1120Chorro.....Sn Luis Obspo-2826

Greyhound Lines

Look on "B" pages under "Bus Lines"

Grocers–Retail

Angello Carl Oceano.....Aroyo Grnde-231-F-4
Arroyo Grande Coml Co 303 Branch..Aroyo Grnde-202
Avila Grocery Avila.....Sn Luis Obspo-8-J-1
B&B CASH MARKET
Pacific&Higuera.Sn Luis Obspo-987
Baker & Roberts Cash Market
839 Marsh.Sn Luis Obspo-21
Bay's Market Marsh.....Sn Luis Obspo-2180
Belloni's Grocery 1638 Osos.....Sn Luis Obspo-463
Bennett R M 122 Branch.....Aroyo Grnde-8-J
Bercutt's Drive-In Market 2105 Spring.Pso Robls-313
Burton Grocery 420 High.....Sn Luis Obspo-302-W
C H B Market 661 Higuera.....Sn Luis Obspo-999
California Park Grocery
1 California Blvd.Sn Luis Obspo-2738-W
Cobb's Fremont Grocery 1208Peach.Sn Luis Obspo-637
(Continued Next Page)

GLASS
FOR ALL PURPOSES
Window and Plate
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San Luis Obispo **1372**
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"EVERYTHING IN GLASS"
GLASS
AUTO GLASS - MIRRORS
Table Tops Made to Order
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1628 Spring **Paso Robles 469**

Grocers–Retail–(Cont'd)

Del Monte Grocery
301 Snta Barbara. Sn Luis Obspo-1000
DONOHO BROS MARKET
2598 Spring. Pso Robls-1024
Ellsworth L H 1901Broad. . . . . Sn Luis Obspo-2938
Ghezzi's Store. Cayucos-6-M
Gorham's Grocery No 2 Main. Nipomo-19
Halcyon Store Halcyon. . . . . Aroyo Grnde-236-F-11
Hearn's Market 201Branch. . . . . Aroyo Grnde-252
Hibbard & Co 721-12th. . . . . Pso Robls-256
Jeannot F W 1CaliforniaBlvd. . Sn Luis Obspo-2738-W
Jones Raymond A Broad&Marsh. . Sn Luis Obspo-2065
Leidig's Market 447Higuera. . . . Sn Luis Obspo-491-W
LES'S GROCERY 1901Broad. . . . Sn Luis Obspo-2938
Litchfield's Market 695 Higuera. . Sn Luis Obspo-2193
Log Cabin Market 400 Traffic Wy. . . . Aroyo Grnde-55
Mac's Grocery SHwy. Atascadero-299
Mallory Henry T 1415 Beach. . . . . Sn Luis Obspo-1273
Margarita Mercantile Co. . . . . S Margrita-30
Martins Grocery 580 Cypress. . . . . Pismo Bch-44
Maston's Grocery 5th&Main. . . . . Morro Bay-2921
Montgomery's Department Store
Oceano. Aroyo Grnde-230-F-2
Morro Bay Grocery 5th. . . . . Morro Bay-2531
Morro Beach Store RooseveltHwy. . . . Morro Bay-2952
Muizo David 870Monterey. . . . . Sn Luis Obspo-54
New Park Grocery Store
1401 Osos. Sn Luis Obspo-1431
North Side Grocery 84 Snta Rosa. . Sn Luis Obspo-465
Orcutt Market 835-12th. . . . . Pso Robls-180
Paul's Grocery 110Branch. . . . . Aroyo Grnde-255
Pennington's Grocery Highway. . . . . S Margrita-22
Petersen's General Merchandise. Templtn-7
PIONEER DRIVE-IN MARKET
Morro&Marsh. Sn Luis Obspo-1825
Radke's Atascadero Mkt Traffic Wy. . . . Atascadero-89
Ralph's Market 705Dolliver. . . . . Pismo Bch-61
Robbins Corner 2028 Spring. . . . . Pso Robls-409
Santa Rosa Street Market
Mill&Snta Rosa. Sn Luis Obspo-326
Sauer A Co 848 Monterey. . . . . Sn Luis Obspo-27
Shell Beach Grocery Shell Bch. . . . . Pismo Bch-328
Sinsheimer Bros 849 Monterey. . . . . Sn Luis Obspo-18
Sinsheimer Bros 849 Monterey. . . . Sn Luis Obspo-144
Smith Arthur R 2630 Broad. . . . . Sn Luis Obspo-1532
Smith T E Service Station. Nipomo-6
Southside Grocery 100 Higuera. Sn Luis Obspo-1795-R
Tomasini Bros Cayucos-4-R
Tweedy C. . . . . Aroyo Grnde-236-F-12
Wadham's Grocery Main. . . . . Morro Bay-2771
Wilson's Cash Store 2039Broad. . Sn Luis Obspo-2713

Grocers–Whsle

Adler Wholesale Co 1301 Carmel. . Sn Luis Obspo-260
JUILLARD-COCKCROFT
230 Snta Barbara Av. Sn Luis Obspo-93
SIMON LEVI CO LTD
Distrs Best Foods Products
904High . . . . . Sn Luis Obspo-1894

Grocery Products Brokers

Juillard-Cockcroft
230 Snta Barbara Av. Sn Luis Obspo-93

Guides–Shippers'–See Publishers

Gunsmiths

Rossi Edw W 1194Ella. . . . . Sn Luis Obspo-228

Haberdashery

See Men's Furnishings Headings

Hairdressers–See Beauty Shops

To war-busy places, please make only the Long Distance calls that are essential.

Hardware–Retail

Atascadero Hardware Traffic Wy. Atascadero-133
Beach Store 447 Cypress. . . . . Pismo Bch-39
Cooperative Farmers Supply Co Inc
1311 Park. Pso Robls-344
Dickie's Hardware & Plumbing Shop Cambria-36
Erhart A R 447 Cypress. . . . . Pismo Bch-39
FARMER'S HARDWARE & EQUIP CO
581 Higuera. Sn Luis Obspo-852
FIRESTONE STORES 710Higuera. Sn Luis Obspo-130
Forden's Hardware 1033 Chorro. . . Sn Luis Obspo-273
HEATON R C CO 803-13th. . . . . Pso Robls-29
Hewitt H. Templtn-17
Howard & Bates 109 Branch. . . . . Aroyo Grnde-84
Morro Bay Hardware Store 5th. . . . . Morro Bay-2941
PASO ROBLES MERCANTILE CO
839-12th. Pso Robls-340
Reed C H Co 857 Monterey. . . . . Sn Luis Obspo-41
SEARS ROEBUCK & CO
879 Higuera. Sn Luis Obspo-760
Union Hardware Co 725Higuera. . . . Sn Luis Obspo-43

Hardwood Floors

See Floors–Materials & Laying

Hardwoods–See Lumber Headings

Harness

FARMER'S HARDWARE&EQUIP CO
Harness-Saddlery&Riding Equip
581Higuera . . . . . Sn Luis Obspo-852
HUGO'S WESTERN SHOPS
Saddles&Riding Equip
840Monterey . . . . . Sn Luis Obspo-620

Harvesters–See Agricultural Implements

Hatcheries–Poultry

Black's Hatchery Riverside. . . . . Pso Robls-186-W
GROVER CITY HATCHERY
Grand Av. Aroyo Grnde-261-F-12
Kimber Poultry Breeding Farms
One Day Old Baby Chicks
Snta Cruz Rd. Atascadero-42-W
San Luis Hatchery Osos Rd. . . . Sn Luis Obspo-2013-W

Hats–Renovators

Wardrobe The 1137 Garden. . . . . Sn Luis Obspo-892

Hawaiian Goods–See Gift Shops

Hearing Aids

SONOTONE OF SANTA BARBARA
17 E Carrillo Snta Barbara
(Toll) Call "Operator" for. . . Snta Barbara-7819
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TowerBldg. Sn Luis Obspo-2140

Heaters–Water

See Water Heaters Headings

Heating Apparatus

See Specific Kinds, i.e., Furnace Headings; Water Heaters; Etc

Heating Contractors

See Contractors–Heating & Ventilating

Herbs

SQUAWPAW HERB CO
Tonic Laxative&The Better Liniment
At Your Druggist Or Direct From Us
420Market SanFrancisco
(Toll) Call "Operator" for. SUtter-8854
Wu H M 1128 Chorro. . . . . Sn Luis Obspo-1750-W

Hogs–See Live Stock

Hosiery Repairing

PAT'S DRESSMAKING SHOP
1120 Morro. Sn Luis Obspo-2144

Hospitals

ATASCADERO GENERAL HOSPITAL
Magnolia Av. Atascadero-170
General Hospital Johnson. . . . . Sn Luis Obspo-1500
MOUNTAIN VIEW HOSPITAL
1530 Marsh. Sn Luis Obspo-1400
SAN LUIS SANITARIUM
General And Maternity
1170 Marsh. . . . . Sn Luis Obspo-73
Scott's Fair Oaks Convalescent Home
Fair Oaks. Aroyo Grnde-228-F-22

Hotels

Anderson Hotel Monterey. . . . . Sn Luis Obspo-902
ANDREWS HOTEL
Ethel V Venn-Lessee-Manager
901 Osos. . . . . Sn Luis Obspo-317
Antler's Hotel Spring. . . . . Pso Robls-262
Atascadero Hotel S Highway. Atascadero-197
Beechwood Aut-O-Tel 74 Higuera. Sn Luis Obspo-911
Blackstone Hotel 844 Monterey. . . Sn Luis Obspo-840
Brophy Hotel Apts 1804 Spring. . . . . Pso Robls-1330
Cambria Pines Lodge. Cambria-50
Camozzi Hotel. Cambria-11-M
Carlton Hotel & Coffee Shop Highway. Atascadero-177
Civic Auditorium Hotel
1190 Monterey. Sn Luis Obspo-1907
Dollar Hotel The 1317 Spring. . . . . Pso Robls-290
El Paso Hotel 1232 Park. . . . . Pso Robls-757
Golden State Hotel 1109 Morro. . . Sn Luis Obspo-175
Granada Hotel 1128 Morro. . . . . Sn Luis Obspo-232
Hot Springs Hotel NSpring. . . . . Pso Robls-81
HOTEL BUTLER 440 Pomeroy Av. . . . Pismo Bch-41
HOTEL NORTON 1227 Spring. . . . . Pso Robls-149
Hotel Obispo 1025 Court. . . . . Sn Luis Obspo-189
HOTEL OLSEN 607 Price. . . . . Pismo Bch-20
Hotel Park 1815 Osos. . . . . Sn Luis Obspo-792
HOTEL SAN LUIS
Gertrude Field-Proprietor
697 Higuera. . . . . Sn Luis Obspo-1917
HOTEL TAYLOR 1308 Spring. . . . . Pso Robls-158
I X L Hotel
C A Tingley Owner
740-14th . . . . . Pso Robls-269
Linda Arms Hotel 321-12th. . . . . Pso Robls-16
Marshall Hotel 874 Higuera. . . . . Sn Luis Obspo-400
Midway Hotel 999 Higuera. . . . . Sn Luis Obspo-220
Mission Hotel 865 Monterey. . . Sn Luis Obspo-593-W
MOTEL INN Monterey. . . . . Sn Luis Obspo-1340
Motel Marianna 730 Spring. . . . . Pso Robls-417
Motel Supreme 2400 Spring. . . . . Pso Robls-955
Oasis Cafe&Hotel. . . . . S Margrita-1
Oceano Hotel Oceano. . . . . Aroyo Grnde-230-F-21
Pacific Hotel 158 Higuera. . . . . Sn Luis Obspo-2964

Hotels–(Cont'd)

PASO ROBLES INN 1103 Spring. . . . Pso Robls-1100
PINES HOTEL THE
Mrs Maude M Wright Proprietor
HighwayNo1 . . . . . Cambria-69
Plaza Hotel 979 Osos. . . . . Sn Luis Obspo-1946
RANCHOTEL 1900 Monterey. . . . Sn Luis Obspo-2333
STEVENS HOTEL

A RESIDENTIAL HOTEL
PERMANENT & TRANSIENT GUESTS
Under New Management
Completely Remodeled
916-13th . . . . . Pso Robls-224

TAYLOR HOTEL 1308 Spring. . . . . Pso Robls-158
Wineman Hotel Higuera. . . . . Sn Luis Obspo-1800

Ice

Holt's Milk & Ice Service 550 Pismo. . . Pismo Bch-89
Mahan Thomas A 451 Pismo. . . . . Pismo Bch-47
Pismo Oceano Ice Co Oceano. . . . Aroyo Grnde-231-F-5
Puritan Ice Co Traffic Wy. Atascadero-59
SAN LUIS ICE & COLD STORAGE CO

CRYSTAL CLEAR ICE
Crushed, Bulk or Cubes
CITY WIDE DELIVERY SERVICE
1406 Walker. . . . . Sn Luis Obspo-67

Ice Cream Dealers

Eatmore Ice Cream Co 2840 Spring. . . . Pso Robls-464
GOLDEN STATE COMPANY LTD
570 Higuera. Sn Luis Obspo-181
Grande Ice Cream Co 331Mason. . . . . Aroyo Grnde-22

Ice Cream–Mfrs & Distrs

GRANDE ICE CREAM CO

Wholesale Frozen Products Distributor
ARDEN - EATMORE - RITZ - POPSICLE
C. H. "CHET" LAWRENCE
ARROYO GRANDE
331Mason . . . . . Aroyo Grnde-22
Or . . . . . Aroyo Grnde-112

Implements–Agricultural

See Agricultural Implements

Income Tax Consultants

See Tax Consultants

Indian Goods–See Gift Shops

Infants' Garments

See Children's & Infants' Garments Headings

Insecticides

Loomis E C & Son 415 Branch. . . . . Aroyo Grnde-32
Loomis E C & Son 147 High. . . . . Sn Luis Obspo-1080
ROUNTREE FEED CO Ide. . . . . Aroyo Grnde-200-W

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Nights: San Luis Obispo 1014
1009 Higuera St.
SAN LUIS OBISPO

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• Life
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Classified Telephone Directory
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Insulation Materials–Cold & Heat

KYLE ROOF SERVICE 1609 Osos..Sn Luis Obspo-546
(See Advertisement Opposite Page)

Insurance Adjusters–See Adjusters

Insurance Agents & Brokers

Atkinson E H 1009 Higuera.....Sn Luis Obspo-697
BACHINO&STOCKIRD
Successors To Ernest Vollmer
740 Higuera.....Sn Luis Obspo-393
Bolton Henry C 1013 Chorro....Sn Luis Obspo-1875
Brown W R 616 Price.....Pismo Bch-154
Clifford Insurance Agency 727-13th.Pso Robls-264-W
Curtright L T 785 Marsh.....Sn Luis Obspo-1676
DE CHAINE BOB INSURANCE AGENCY
733-12th.Pso Robls-129
Dubin H J 1142 Marsh.....Sn Luis Obspo-676
Evans Brokerage Co 1118 Chorro...Sn Luis Obspo-63
Fitzgerald Maurice W 852 Higuera.Sn Luis Obspo-839
Gist Fred L 1035 Chorro.....Sn Luis Obspo-858
HARTFORD FIRE INSURANCE—
COUSINS JAMES I 822-13th..Pso Robls-119-W
HENDERSON BROKERAGE CO
Highway.Atascadero-194
JEFFERSON STANDARD LIFE INSURANCE—
VAN HORN OTTO B 612-12th....Pso Robls-1414
Jefferson Standard Life Ins Co
612-12th.Pso Robls-1414
Kamm L W 1137 Chorro.....Sn Luis Obspo-1051
KENNEDY RALPH C 858 Marsh.Sn Luis Obspo-1900
Lawrence L W 1020 Broad.....Sn Luis Obspo-121
Lewin M & Son 792 Monterey....Sn Luis Obspo-424
Loomis E C & Son 415 Branch.....Aroyo Grnde-32
Metropolitan Life Ins Co
1042 Pismo.Sn Luis Obspo-734
NELSON WM A
Stanley H Nelson
982 Monterey.....Sn Luis Obspo-2134
Pierce Kem D Mrs 227-12th.....Pso Robls-1021
Polizzotto Paul 852 Higuera.....Sn Luis Obspo-173
SILVA TONY T 1118Chorro.....Sn Luis Obspo-63
STATE FARM INSURANCE COMPANIES
1016 Court.Sn Luis Obspo-1380
(See Advertisement Opposite Page)
STATE FARM MUTUAL INSURANCE CO'S
204-17th.Pso Robls-678
Thornburg Grace R Mrs 1028 Chorro.Sn Luis Obspo-11
WIEST G ELLIS
Agent-Travelers-Aetna-Zurich Ins Co's
705-12th.....Pso Robls-28

Insurance Companies

FARMER'S AUTOMOBILE INTER-INSURANCE EXCHANGE 1009 Higuera.Sn Luis Obspo-697
(See Advertisement Opposite Page)
Metropolitan Life Ins Co
James F Irvin-Agent
1042 Pismo.....Sn Luis Obspo-734
Northwestern Mutual Life Ins Co
The Dividend Paying Co of America
852 Higuera.....Sn Luis Obspo-173
SANTA BARBARA COUNTY FARMERS MUTUAL FIRE INSURANCE—
McCHESNEY EMMA MRS
1016 Court.Sn Luis Obspo-1380
State Farm Insurance Companies
1016 Court.Sn Luis Obspo-1380
State Farm Mutual Insurance Co's
204-17th.Pso Robls-678

Interior Decorators

WHITAKER'S FURNITURE
766Higuera.Sn Luis Obspo-1006

Investments

Wickenden W C 1035 Chorro.....Sn Luis Obspo-858

Investments–Real Estate–See Real Estate

Iron–Scrap–See Junk Dealers

Jewelers–Mfrs

BROWN CLARENCE 862 Higuera.Sn Luis Obspo-1312

Jewelers–Retail

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"Your Jeweler"
DIAMONDS - WATCHES - JEWELRY
JEWELRY MADE TO ORDER
Engraving - Diamond Setting
All Work Guaranteed
862 Higuera.....Sn Luis Obspo-1312
121 S Broadway, Snta Maria
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Colyer's Jewelry 741-12th.....Pso Robls-789
Donaldson Jack Jewelry Store
1321 Spring.Pso Robls-1007
HOWARD JEWELRY CO 1322 Spring..Pso Robls-438
Jerram V C Jerry 1023 Osos.....Sn Luis Obspo-1661
Levin A W 741-12th.....Pso Robls-789
MARSHALL'S JEWELRY STORE
790 Higuera.Sn Luis Obspo-364-W
Paso Robles Jewelry Store 725-13th...Pso Robls-443
Sinclair's Jewelry 1044 Chorro...Sn Luis Obspo-1482
Treasure Chest Jewelry & Gifts
Chorro&Higuera.Sn Luis Obspo-640-W
VIGNEAU'S JEWELRY STORE
867 Monterey.Sn Luis Obspo-593-J

Jewelry Engravers

BROWN CLARENCE 862 Higuera.Sn Luis Obspo-1312

Junk Dealers

Mission Wrecking & Salvage Co
553 Higuera.Sn Luis Obspo-1608

Kennels

Winkley Boarding Kennels
Orcutt Rd.Sn Luis Obspo-5-J-2

Kerosene–See Oils–Fuel & Heating

Keys–See Locksmiths

Knit Goods–Blocking–See Cleaners & Dyers

Labor Organizations

Carpenter's Local 1632 940 Chorro.Sn Luis Obspo-117
Culinary Alliance&Bartenders' Union Loc-703
793Higuera.Sn Luis Obspo-2783
Labor Local No 1464 A F of L
Construction & General-Local No 1464
A F of L Labor Temple
1530 Monterey.....Sn Luis Obspo-256
Machinist Union Local 1166
457 Buchon.Sn Luis Obspo-1792
Truck Drivers Local 381
1530 Monterey.Sn Luis Obspo-1881

Laboratories–Dental

See Dental Laboratories

Laboratories–Medical

McCombie H E Mrs 739 Pacific..Sn Luis Obspo-1298
If no answer call.....Sn Luis Obspo-193-M

Lacquer Finishing

See Painting Contractors

DRY CLEANING

Telephone

San Luis Obispo

70

Let the

HOME

LAUNDRY Co.

1323 Morro Street

TAKE WASHDAY OUT OF YOUR HOME

MODEL

LINEN & TOWEL

SERVICE

Individual Hand Towel Service

for

OFFICE · SHOP · FACTORY

MONTHLY RENTAL SERVICE

ALSO FOR

- DOCTORS
- BEAUTY SHOPS
- RESTAURANTS
- BARBERS
- BUTCHERS
- GARAGES

SAN LUIS OBISPO 1238

If No Answer Call San Luis Obispo 2058

Service to

Paso Robles, San Miguel, King City, Santa Maria, Atascadero, Pismo Beach, Arroyo Grande, Morro Bay

348 HIGUERA — SAN LUIS OBISPO

Ladies' Tailors–See Tailors–Ladies'

Laundries

Atascadero Cleaners N Highway.....Atascadero-139
CAMBRIA PINES LAUNDRY.....Cambria-45-J
Economy Cleaners & Laundries
23d&Spring.Pso Robls-720
HOME LAUNDRY CO 1323 Morro..Sn Luis Obspo-70
(See Advertisement This Page)
Mission Laundry 331 Pacific.....Sn Luis Obspo-1440
MODEL LINEN SUPPLY
348 Higuera.Sn Luis Obspo-1238
Modern Family Laundry
1313 Broad.Sn Luis Obspo-304
PASO ROBLES LAUNDRY & DRY CLEANING
1344 Pine.Pso Robls-336

Laundries–Baby Garment–See Laundries

Lawyers–See Attorneys

Leather Goods–Retail

Harrington Bros 1009Chorro...Sn Luis Obspo-152-W
Pioneer Leather Store 1231Pine.....Pso Robls-747

Libraries–Institutional

San Luis Obispo Co Law Library
Court House.Sn Luis Obspo-1145

Libraries–Public

County Library Court House.....Sn Luis Obspo-1157
Paso Robles Pub Lib 12th.....Pso Robls-106-J
San Luis Obispo City of
Public Library
NBroad&Monterey.Sn Luis Obspo-2606

Light & Power Companies

See Electric Light & Power Companies

Lighting Systems & Equipment

FARMER'S HARDWARE&EQUIP CO
581Higuera.Sn Luis Obspo-852

Limes–Fresh

See Fruits & Vegetables Headings

Linen Supply Service

Model Linen Supply 348 Higuera..Sn Luis Obspo-1238
(See Advertisement This Page)

Linoleum–Retail

Central Home Supply 836Price.....Pismo Bch-5
(See Advertisement This Page)
HEATON R C CO 803-13th.....Pso Robls-29
(Continued Next Page)

CENTRAL HOME SUPPLY

LINOLEUMS
CARPETS
WINDOW SHADES
AND
VENETIAN BLINDS

836 Price St. - On Hwy. 101

Phone Pismo Beach 5

Linoleum–Retail–(Cont'd)

SEARS ROEBUCK&CO
879Higuera.Sn Luis Obspo-760
YOURS & MY FURNITURE STORE
1127 Broad.Sn Luis Obspo-942

Liquefied Petroleum Gases

BOAL LAWRENCE D BUTANE SERV

BUTANE SERVICE
ELECTROLUX REFRIGERATORS
STOVES AND HEATERS
EXPERT SERVICE

6th.....Cayucos-47-J

FRANSCIONI BUTANE SALES & SERV
2801 Spring.Pso Robls-343
(See Advertisement This Page)
SAN LUIS BUTANE DISTRS
EnsenadaAv.Atascadero-151
(See Advertisement This Page)

Liquor Stores

Black & White Liquor Store 835-13th..Pso Robls-611
BROWN & DOYLE LIQUOR STORE
1026 Morro.Sn Luis Obspo-2507-W
Drake's Place.....S Margrita-20
EL CAMINO LIQUOR STORE
960 Monterey.Sn Luis Obspo-1821
FRANK'S LIQUOR STORE
1019Chorro.Sn Luis Obspo-1022
FRED'S PLACE Oceano.....Aroyo Grnde-230-F-13
GOLD ROOM LIQUOR STORE
893Monterey.Sn Luis Obspo-230
Idaho Club 400 Cypress.....Pismo Bch-161

LEIDIG'S MARKET

A Complete Line of
DOMESTIC & IMPORTED WINES
The Finer Brands of
BOURBON - SCOTCH
CANADIAN WHISKEY
CORDIALS - LIQUEURS & MIXERS

447Higuera.....Sn Luis Obspo-491-W

Nisbet's 1022 Morro.....Sn Luis Obspo-1866
OSOS LIQUOR STORE 1601 Osos..Sn Luis Obspo-42
Paso Robles Inn Liquor Mart
1107 Spring.Pso Robls-1023
PASO ROBLES LIQUOR STORE
Johnny Jordan&Al Casper Props
1240 Spring.....Pso Robls-197
Pergola Liquor Store 978 Morro...Sn Luis Obspo-755
PHIL'S PLACE Pismo.....Aroyo Grnde-258-F-22
RALPH'S INN 108 WBranch.....Aroyo Grnde-51-W
REX'S PLACE AtascaderoHotel.....Atascadero-298
S & K Liquor Store 882 Monterey.Sn Luis Obspo-1458
Standard Liquor Store
875 Monterey.Sn Luis Obspo-1120
Waldorf Cafe 975 Osos.....Sn Luis Obspo-1002
Waldorf Club
Beer & Wines
547 Cypress.....Pismo Bch-91

Liquor Treatment–See Sanitariums

Liquor–Whsle

Glaser Bros 735 Marsh.....Sn Luis Obspo-1600
Juillard Inc 228 Snta Barbara Av.Sn Luis Obspo-1248
LAGOMARSINO'S WHOLESALE LIQUOR STORE
Osos&Higuera.Sn Luis Obspo-187
Sauers Wholesale Co
228 SntaBarbaraAv.Sn Luis Obspo-1248

Buy United States War Bonds and Stamps.

Live Stock

WITCOSKY FRED
Buyer For San Luis Market
1057 Buchon.....Sn Luis Obspo-1534

Live Stock Supplies–See Feed Dealers

Loans

See also Financing
Guarantee Bldg-Loan Assn
1127Garden.Sn Luis Obspo-362
MERCANTILE ACCEPTANCE COMPANY
994Monterey.Sn Luis Obspo-994
National Farm Loan Associations
1123 Garden.Sn Luis Obspo-1386

Loans–Real Estate

See Loans; also Banks; also
Building & Loan Associations; Etc

Lockers–Cold Storage

See Cold Storage Lockers

Locksmiths

Smith C S 1225 Park.....Pso Robls-40-W
Strader C R
Keys Made-Safes Opened
1131 Garden.....Sn Luis Obspo-984-W

Lodges–See Associations

Reasonable use, prompt answering, thoughtfulness of others, are helpful to all party line users. Telephone neighbors appreciate such teamwork.

PROPANE
BUTANE

Commercial and Domestic Installations and Appliances
ELECTROLUX · GAS REFRIGERATORS
GENERAL PETROLEUM PRODUCTS
GAS - OILS - GREASES - DIESEL & FUEL OILS
Open 24 Hours Daily
Telephone Paso Robles 343
FRANSCIONI
Butane Sales and Service
2801 SPRING

BUTANE
AND
PROPANE
ELECTROLUX REFRIGERATORS
WEDGEWOOD RANGES
DEARBORN HEATERS
WATER HEATERS

SAN LUIS BUTANE DISTRIBUTORS

Louis & Iva Marx, Proprietors
Ensenada Ave.
Phone Atascadero 151

Lodging Houses

Carlson O J 676 Monterey.....Sn Luis Obspo-2767
Hudson George S 1429 Osos.....Sn Luis Obspo-1959
Mar Vista Motor Lodge Price.....Pismo Bch-152-W
Manthie's Rooms 1132Chorro....Sn Luis Obspo-1945
Nelson O Mrs 1732 Spring.....Pso Robls-597

Lubricating Oils—See Oils—Lubricating

Luggage—Retail

Hugo's Western Shops
840Monterey.Sn Luis Obspo-620
General Offices&Warehouse
765Monterey.Sn Luis Obspo-2402

Lumber—Retail

HAGLE-DECOU LUMBER CO
SHighway.Atascadero-43
HAYWARD HOMER T LUMBER CO
12th&Riverside.Pso Robls-73
Mineau & Loomis Lumber Co
405 Branch.Aroyo Grnde-262
Pacific Coast Coal Co 410 Branch.....Aroyo Grnde-33
PAC COAST LUMBER CO OF CALIF
Lumber Yard 271 Higuera....Sn Luis Obspo-1420
Manager's Office 133 High....Sn Luis Obspo-1268
San Luis Mill&Lumber Co
246Higuera.Sn Luis Obspo-624
Southern Pacific Milling Co
Oceano.Aroyo Grnde-68-F-2
Southern Pacific Milling Co.....Cambria-29
Southern Pacific Milling Co 5th.....Morro Bay-2601
Southern Pacific Milling Co Pine.....Pso Robls-433
(See Advertisement This Page)
SOUTHERN PACIFIC MILLING CO
Snta Barbara Av.Sn Luis Obspo-2200
Southern Pacific Milling Co.....S Margrita-4
Southern Pacific Milling Co.....Templtn-1

SOUTHERN PACIFIC MILLING CO.
Since 1885
LUMBER
PAINT
ROOFING MATERIAL
BUILDING MATERIAL
MILL WORK

Cambria	29
Morro Bay	2601
Oceano-Arroyo Grande	68-F-2
Paso Robles	433
San Miguel	18
Santa Margarita	4
San Luis Obispo	2200
Templeton	1

Lyon Van Lines Service

Look on "M" pages under "Moving Service"

Machine Shops

LOVE F M 1243 Monterey.....Sn Luis Obspo-1199
Port San Luis Transportation Co
157Higuera.Sn Luis Obspo-2678
Wood H A 1207-13th.....Pso Robls-99-M

Mailing Service

See Letters & Addressing Service

Markets

Arroyo Grande Commercial Co
303 Branch.Aroyo Grnde-202
Baker&Roberts Cash Market
839Marsh.Sn Luis Obspo-21
Belloni's Grocery 1638 Osos.....Sn Luis Obspo-463
Bercutt's Drive-In Market 2105 Spring.Pso Robls-313
Berkemeyer Market 1021 Chorro....Sn Luis Obspo-8
Bryan Meat Co 1307 Park.....Pso Robls-456
California Market 632 Price.....Pismo Bch-1
Central Meat Market 1218 Park.....Pso Robls-23
Cobb's Fremont Grocery
1208 Peach.Sn Luis Obspo-637
Donoho Bros Market 2598 Spring....Pso Robls-1024
Hibbard&Co 721-12th.....Pso Robls-256
LOG CABIN MARKET 400 Traffic Wy.Aroyo Grnde-55
MARGARITA MERCANTILE CO.....S Margrita-30
Montgomery's Department Store
Oceano.Aroyo Grnde-230-F-2
Orcutt Market 835-12th.....Pso Robls-180
Orcutt Meat Market 835-12th.....Pso Robls-15
P I MARKET
Meat-Fish-Groceries-Fruits&Vegetables
328 OceanVwAv.....Pismo Bch-62
Pioneer Drive In Market
Morro&Marsh.Sn Luis Obspo-62
PIONEER DRIVE-IN MARKET
Morro&Marsh.Sn Luis Obspo-1825
Robbins Corner 2028 Spring.....Pso Robls-409
Roy's Market 721-12th.....Pso Robls-128
Santa Rosa Street Market
Mill&Snta Rosa.Sn Luis Obspo-326
Smith's Meat Market Traffic Wy.....Atascadero-90
Soto's Meat Market.....Cambria-19
United Meat Market 714 Higuera.Sn Luis Obspo-1780
Zoppi's Market.....Cambria-33

Markets—Meat—See Meat—Retail

Massage

Beck Walter H 518 Ocean Vw.....Pismo Bch-160
HALL W A
NATURE'S DOCTOR
NO DRUGS USED
924Price.....Pismo Bch-35-J
Sycamore Mineral Springs
Masseurs & Masseuses
Avila Rd.....Sn Luis Obspo-8-J-12

Would you like to get your share of business from customers in your neighborhood? Then why not advertise in the Classified Telephone Directory? You can call the business office of the telephone company and ask for the Directory Advertising Representative. He can help you plan an effective message.

Mattresses—Renovating

San Luis Sterilization&Mattress Co
Buchon&High.Sn Luis Obspo-405
(See Advertisement This Page)
WHITAKER'S FURNITURE
766Higuera.Sn Luis Obspo-1006

Mattresses—Retail

HEATON R C CO 803-13th.....Pso Robls-29
WHITAKER'S FURNITURE
766Higuera.Sn Luis Obspo-1006

Mausoleums

Odd Fellows Cemetery & Mausoleum
Highway.Sn Luis Obspo-960

Meat Lockers—See Cold Storage Lockers

Meat Packers

Witcosky Co 715Higuera.....Sn Luis Obspo-61

Meat—Retail

Berkemeyer Market 1021 Chorro.....Sn Luis Obspo-8
Bryan Meat Co 1307 Park.....Pso Robls-456
C H B Meat Market
661Higuera.Sn Luis Obspo-1560-W
Cobb's Fremont Grocery 1208Peach.Sn Luis Obspo-637
DONOHO BROS MARKET
2598 Spring.Pso Robls-1024
JENNINGS J M Sinaloa.....Atascadero-137-M
Mac's Grocery SHwy.....Atascadero-299
Roy's Market 721-12th.....Pso Robls-128
San Luis Market 698Higuera.....Sn Luis Obspo-126
Santa Rosa Street Market
Mill&Snta Rosa.Sn Luis Obspo-326
SMITH ARTHUR R 2630Broad..Sn Luis Obspo-1532
Soto's Meat Market.....Cambria-19
UNITED MEAT MARKET
714Higuera.Sn Luis Obspo-1780
Wilkinson Paul 120Branch.....Aroyo Grnde-205

Meat—Whsle

Bryan Meat Co Slaughter House
Santa Maria To King City
.....Pso Robls-366
Sanlo Wholesale Meat & Cold Storage Co
340 Higuera.Sn Luis Obspo-482
Witeosky Co 715Higuera.....Sn Luis Obspo-61
Witcosky Co VachellLn.....Sn Luis Obspo-2123

Men's Furnishings—Retail

GENARDINI'S MENS WEAR
779 Higuera.Sn Luis Obspo-1362
Green Bros 871 Monterey.....Sn Luis Obspo-724
Hub The E Branch.....Aroyo Grnde-50
SQUIRE'S MEN'S WEAR 745-12th.Pso Robls-151-W
WICKENDEN'S 837 Monterey...Sn Luis Obspo-1511

Mercantile Agencies

See Credit Reporting Agencies

It takes 12,000 telephone calls to build just one bomber. Thousands to make a jeep. The whole war program requires thousands and thousands of Long Distance calls every day—many right from this locality.

We want these war calls to go through sure and fast and we know you do, too. We can keep on pushing through all essential calls if you will go easy on unessential ones.

MATTRESSES RENOVATED

INNER SPRINGS - BOX SPRINGS - PILLOWS OUR SPECIALTY
OLD MATTRESSES MADE NEW
NEW MATTRESSES MADE TOO
One-Day Service
Furniture Cleaning
Custom Built Upholstery
Telephone NOW FOR FREE ESTIMATE
SAN LUIS OBISPO
405
SAN LUIS
STERILIZATION & MATTRESS CO.
State-wide Authorized Sterilization Plant
Buchon & High — San Luis Obispo

You can help the war *today*

☆

War needs the wires. With your help we'll get through all essential Long Distance calls, if you'll go easy on the unessential ones.

CRESCENT DAIRY

GRADE A PASTEURIZED MILK
CREAM · BUTTER
Delivered Daily to Your Home Or at Your Favorite Grocer
Telephone PASO ROBLES 110
1421 SPRING ST.

Willow Springs Dairy

QUALITY MILK
"Direct From Farm to Your Door"
EXTRA RICH
GRADE "A" PASTEURIZED MILK
TABLE CREAM
BUTTERMILK
COTTAGE CHEESE
TELEPHONE
PASO ROBLES
12-F-2
4 MI. SO. OF PASO ROBLES — 101 HWY.

Milk & Milk Products

Atascadero Dairy RiverRd.....Atascadero-259-W
CRESCENT DAIRY 1421 Spring.....Pso Robls-110
(See Advertisement This Page)
Garden Dairy 341 Higuera.....Sn Luis Obspo-990
GOLDEN STATE COMPANY LTD
570Higuera.Sn Luis Obspo-181
Harmony Valley Creamery Harmony..Cambria-6-Y-22
HARMONY VALLEY CREAMERY ASSOCIATION
991Nipomo.Sn Luis Obspo-1700
Hillcrest Farm.....Aroyo Grnde-216-F-5
Holt's Milk&Ice Service 550Pismo.....Pismo Bch-89
Home Dairy Co The 719Higuera...Sn Luis Obspo-769
Paso Robles Milk Products
13th&Riverside.Pso Robls-234
Sinsheimer Bros LaLomitaRanch.Sn Luis Obspo-4-J-21
SNO-WHITE CREAMERY
888Monterey.Sn Luis Obspo-1872
WILLOW SPRINGS DAIRY
SHighway.Pso Robls-12-F-2
(See Advertisement This Page)

Milliners–Retail

Chambers Dress Shop 1214 Park.....Pso Robls-74
Motz Style Shop 856 Higuera....Sn Luis Obspo-1054
Stevenson's Millinery Shop
1030 Chorro.Sn Luis Obspo-981

Milling

Loomis E C & Son 147 High.....Sn Luis Obspo-1080

Millwork

SAN LUIS MILL & LUMBER CO
246 Higuera.Sn Luis Obspo-624
SOUTHERN PACIFIC MILLING CO
Snta Barbara Av.Sn Luis Obspo-2200

Mining Companies

Dalessi Henry C 450Marsh.....Sn Luis Obspo-118
Klau Mine Inc.....Pso Robls-8-F-43
White R E SntaRosaCrk.....Cambria-5-Y-2

Ministers–See Clergymen

Mirrors–Retail

Pearson Glass Shop 673Higuera..Sn Luis Obspo-1372

Mortar–See Concrete–Ready Mixed

Motion Picture Equipment & Supplies–Renting

SHADOW ARTS STUDIO
16 mm Sound Film Rental Library
Programs Furnished
1036 Chorro.....Sn Luis Obspo-431

Motor Freight Companies–Interstate

PAC FREIGHT LINES Higuera..Sn Luis Obspo-1370
Valley & Coast Transit Co
390 Pacific.Sn Luis Obspo-800

Motor Trucks–See Trucks–Motor

Motorcycles

San Luis Cyclery 1239 Monterey...Sn Luis Obspo-876

Moving Service

ATASCADERO TRANSFER&STORAGE CO
Highway.Atascadero-345
BEKINS VAN & STORAGE CO AGENCY
737 Marsh.Sn Luis Obspo-19
Christensen's Transfer & Storage
1226 Park.Pso Robls-705
If no answer call.....,Pso Robls-519
(Continued Next Page)

Moving Service–(Cont'd)

DENNIS TRANSFER
Storage-Local&Long Distance Moving
1824Nipomo.....Sn Luis Obspo-355

LYON VAN LINES SERVICE
NATIONWIDE MOVING
Household Goods
without crating.
Return loads wanted.
Large or small jobs
get equal attention.
ICC-CRC Permits.
Insured Safety
FREE ESTIMATES
LYON MOVING
"SERVICE RENDERED BY"
DENNIS TRANSFER
1824 Nipomo.Sn Luis Obspo-355

Sunset Transfer Co 390 Pacific...Sn Luis Obspo-800

Moving Service–Heavy Hauling

See Trucking

Multigraphing

See Letter & Addressing Service

Music Dealers

Brown's Music Store 717 Higuera.Sn Luis Obspo-1278
Long E E Piano Co 777 Marsh.....Sn Luis Obspo-506
Wherrit Raymond 2297 Johnson Av.Sn Luis Obspo-943

Musical Boxes

CENTRAL CALIFORNIA NOVELTY CO
675Higuera.Sn Luis Obspo-703

Musical Instruments–Repairing

Brown's Music Store 717 Higuera.Sn Luis Obspo-1278
(See Advertisement This Page)

Musical Instruments–Retail

BROWN'S MUSIC STORE
We Buy Musical Instruments
717 Higuera.....Sn Luis Obspo-1278

Navy Goods–See Army & Navy Goods

When you take millions of men and put them in camps around the country, you're bound to have a lot of Long Distance telephoning. The rush is particularly heavy at night between 7 and 10—about the only time the boys have to telephone. So if you can make your Long Distance calls at other times, we'll appreciate it.

BROWN'S MUSIC STORE

PIANOS
Bought-Rented-Sold
"Everything Musical"
REPAIRING
Orchestra Instruments
Band Instruments
Record Albums
Phonograph Records
Sheet Music
717 Higuera
Phone San Luis Obispo 1278

News Dealers

American News Company
783 Marsh.Sn Luis Obspo-2199
Brewster's Stationery Store 807-12th.Pso Robls-30-W
Cummin's News Stand 431Cypress....Pismo Bch-311
Hi-Way News Agency
San Francisco Examiner-Chronicle-News
Los Angeles Examiner-Times-Herald
1218 Spring.....Pso Robls-337
St Clair's News Depot
1015Chorro.Sn Luis Obspo-152-J
San Luis News Agency
San Francisco&Los Angeles Examiner
S F Chronicle-Santa Barbara News-Press
Los Angeles Times
981Chorro.....Sn Luis Obspo-477-W

Newspapers

Atascadero News N Mall.....Atascadero-100

Night Clubs

Country Club PismoHwy.....Sn Luis Obspo-10-J-2
(See Advertisement This Page)
DANTES 955Higuera.....Sn Luis Obspo-2197
DUCKY'S
1 Mile N Of Arroyo Grande-On State Hwy
StateHighway.....Aroyo Grnde-286-F-2
El Mar Cafe 304Cypress.....Pismo Bch-100
(See Advertisement This Page)
Palm Hut Night Club 101Hwy.....Atascadero-135
ROADSIDE INN
Dancing-Cocktail Lounge
101 Hwy.....Sn Luis Obspo-1912
WAYSIDE INN
Dancing-Cocktails
Edna Rd.....Sn Luis Obspo-1915

Make the Classified Telephone Directory your buying guide—it can save you time and effort.

El Mar Cafe

DINING
AND
DANCING
EVERY NIGHT
Cocktail Lounge
Mixed Drinks

304 Cypress
Phone Pismo Beach 100

COUNTRY CLUB
DINE
AND
DANCE
COCKTAILS
MIXED DRINKS
CHOICE LIQUEURS
Pismo Highway

San Luis Obispo 10-J-2

Notaries–Public

Clifford Insurance Agency 727-13th..Pso Robls-264-W
KENNEDY RALPH C 858 Marsh.Sn Luis Obspo-1900
Muller A V Wickenden Bldg.....Sn Luis Obspo-614
Renetzky Andrew 846 Higuera...Sn Luis Obspo-1033

Notions–Retail

Cambria Notion Co.....Cambria-15

Novelties–Retail

West Coast Photo&Novelty Co
1650Palm.Sn Luis Obspo-2401

Nurseries–Day–See Day Nurseries

Nurseries–Retail

BRISCO NURSERY & FLORIST
1422 Monterey.Sn Luis Obspo-2060
GOOLD'S GARDENS 1512 Mill..Sn Luis Obspo-1733
Grande Nursery Traffic Wy.....Aroyo Grnde-34
Pappas Nick.....Nipomo-18-W
Paso Robles Nursery Pismo Hwy.Sn Luis Obspo-320-W

Nurses & Nurses' Registries

Mallory Glen E 321-12th.....Pso Robls-543

Nuts–Edible

Gahan W V 10th&Riverside.....Pso Robls-778

SLATE ALMOND CO

GROWERS - BUYERS
PROCESSORS - PACKERS

AdelaideRd .....Pso Robls-22-F-2

Office Buildings

Bank of America Bldg Higuera Sn Luis Obispo
Carpenter Bldg 981 Monterey Sn Luis Obispo
Security First Natl Bank Bldg
793 Higuera Sn Luis Obispo
Warden Block Bldg 762 Higuera Sn Luis Obispo
Warden Jr Bldg 846 Higuera Sn Luis Obispo
Wickenden Bldg 1024 Chorro Sn Luis Obispo

Oil Producers

Standard Oil of Calif
Office 26th.....Pso Robls-52-W
Standard Oil Co of Calif Traffic Wy..Atascadero-38-J
Standard Oil Co of Calif.....Cambria-8
Standard Oil Co of Calif Estero Bay..Morro Bay-2611
Standard Oil Co of Calif
Hathway Av.Sn Luis Obspo-2316
Tar Springs.....Aroyo Grnde-225-F-15
Union Oil Company of Calif
Northern Division Pipelines
Pipeline Office 975 Morro....Sn Luis Obspo-280
Avila Office Avila.....Sn Luis Obspo-8-F-4
Avila Pump Station Avila...Sn Luis Obspo-8-F-2
District Foreman TankFarm.Sn Luis Obspo-4-F-4
District Storekeeper
Tank Farm.Sn Luis Obspo-4-F-11
Machine Shop Tank Farm..Sn Luis Obspo-4-F-3
Refinery OceanoRd.....Aroyo Grnde-229-F-2
Shipioading Terminal
Port Sn Luis.Sn Luis Obspo-8-F-3
Shandon Pump Station
Shandon.Pso Robls-1-F-31
Santa Margarita Pump Station.S Margrita-2-J-3
Sales Division
San Luis Obispo Office
OrcuttRd.Sn Luis Obspo-64
Arroyo Grande Branch Allen..Aroyo Grnde-31
Cambria Office.....Cambria-46-W
Manager's Residence.....Cambria-46-R
Paso Robles Office 26th.....Pso Robls-658

Oil Royalty Dealers

Malno C A 1118Garden.....Sn Luis Obspo-80

Oil Well Drilling

ROCKY MOUNTAIN DRILLING CO
Branch.Aroyo Grnde-108

Oils–Asphalt & Road

Adams Oil Co Pismo Rd.....Sn Luis Obspo-417-J

Oils–Fuel & Heating

Adams Oil Co Pismo Rd.....Sn Luis Obspo-417-J
B & M Delivery Service 10th&Spring...Pso Robls-612
FRANSCIONI BUTANE SALES&SERV
Diesel Oil For Trucks
2801 Spring.....Pso Robls-343
MICHELS H E 1446 Spring.....Pso Robls-176
NORWALK CO THE 1088Higuera.Sn Luis Obspo-1237
If no answer call.....Sn Luis Obspo-865
NORWALK GASOLINE CO 428-19th.Pso Robls-1313
RICHFIELD OIL CORP 6th&Pine.....Pso Robls-418

SHELL HEATING OILS

THE RIGHT FUEL FOR EVERY BURNER
Industrial Fuel Oil
Light Fuel Oil
Diesel Fuel Oil
Furnace Oil and Stove Oil

SHELL

"WHERE TO BUY IT"
PASO ROBLES
Shell Oil Co Inc RiversideAv.....Pso Robls-375
SAN LUIS OBISPO
Shell Oil Co Inc Poly Rd.....Sn Luis Obspo-98

SIGNAL OIL CO 1446 Spring.....Pso Robls-176
If no answer call.....Pso Robls-283-J

Oils–Lubricating

Norwalk Co The 1088 Higuera...Sn Luis Obspo-1237
(See Advertisement This Page)
Shell Oil Co Inc RiversideAv.....Pso Robls-375
Shell Oil Co Inc Poly Rd.....Sn Luis Obspo-98
SIGNAL OIL CO 1446 Spring.....Pso Robls-176
Wasson J & M Co Vachell Ln....Sn Luis Obspo-1506

Sometimes a Long Distance call of yours may be delayed because many thousands of war calls are marching along the lines.

We'll do our best to give you the essential calls if you'll go easy on the unessential.

NORWALK GASOLINE CO.
J. B. DEWAR, Distributor

- Gasoline
- Diesel and Stove Oils
- Lubricating Oils and Greases
- Ring Free Oil

Offices	Telephones
1088 Higuera	San Luis Obispo-1237
428-19th	Paso Robles-1313

Oldsmobile Sales and Service

Look on "A" pages under
"Automobile Dealers–New Cars"

Optical Goods–Whsle & Mfrs

Optical Supply Co Tower Bldg...Sn Luis Obspo-2140

Opticians–Dispensing

MARSHALL ARTHUR P
790 Higuera.Sn Luis Obspo-364-W
Peterson Hazel V 1029 Chorro...Sn Luis Obspo-1297

Optometrists

Clawson Albert 1114 Garden....Sn Luis Obspo-2012
DUNLAP HAZEL PETERSON
1221Park.Pso Robls-236
Hedgpeth Myrtle Bank of America Bg..Pso Robls-352
Heidker C N 213 Valley Rd.....Aroyo Grnde-278

MARSHALL ARTHUR P

DOCTOR OF OPTOMETRY
with
MARSHALL'S JEWELRY STORE
790 Higuera.....Sn Luis Obspo-364-W

PETERSON HAZEL V
Specializing in Optical Examinations
1029 Chorro.....Sn Luis Obspo-1297

Ores–See Mining Companies

Orthodontists–See Dentists

Orthopedic Shoes–See Shoes–Retail

Osteopathic Physicians & Surgeons and Osteopathic Physicians

Fabrick F W 778Marsh.....Sn Luis Obspo-2292
KELLEY DORSEY M 722 Marsh..Sn Luis Obspo-1483
Mills Maud S S Highway.....Atascadero-103
Strahan L R Bank of America Bldg....Pso Robls-327
WU H M 1128 Chorro.....Sn Luis Obspo-1750-W

Oysters

Morro Bay Oyster Co Morro Bay Blvd.Morro Bay-2491
San Luis Fish Co 680 Higuera.....Sn Luis Obspo-136

Packing–Household Goods

See Moving Service

Paint Dealers–Retail

ACME QUALITY PAINT & WALL PAPER STORE
862 Monterey.Sn Luis Obspo-1397
ATASCADERO HARDWARE
TrafficWy.Atascadero-133
DUTCH BOY PAINTS—
FARMER'S HARDWARE & EQUIP CO
581 Higuera.Sn Luis Obspo-852
HAGLE-DeCOU LUMBER CO
SHighway.Atascadero-43
HAYWARD HOMER T LUMBER CO
12th&Riverside.Pso Robls-73
Pacific Coast Coal Co 410 Branch....Aroyo Grnde-33
PAC COAST LUMBER CO OF CALIF
271Higuera.Sn Luis Obspo-1420
PASO ROBLES MERCANTILE CO
839-12th.Pso Robls-340
Reed C H Co 857 Monterey.....Sn Luis Obspo-41

Paint Dealers–Retail–(Cont'd)

SAN LUIS WALL PAPER & PAINT STORE
685 Higuera.Sn Luis Obspo-1072-R
SEARS ROEBUCK&CO
879Higuera.Sn Luis Obspo-760
SHERWIN-WILLIAMS PAINTS—
HEATON R C CO 803-13th.....Pso Robls-29
Union Hardware Co 725Higuera....Sn Luis Obspo-43

Paint Dealers–Whsle

DU PONT AUTOMOBILE PAINTS—
UNIVERSAL AUTO PARTS CO
969 Monterey.Sn Luis Obspo-1418

Painting–Automobile

See Automobile Painting

Painting Contractors

ACME QUALITY PAINT & WALL PAPER STORE
862 Monterey.Sn Luis Obspo-1397
Clark Howard E 445 High.....Sn Luis Obspo-1025-W
KING J L
General Housing&Commercial Painting
2005 Spring.....Pso Robls-1155-J
KING JACK
Contractors-Brush&Spray Work
C .....Morro Bay-4231

Painting–Industrial

Industrial Finishing Shop 910High.Sn Luis Obspo-1407

Paper–Building–See Building Materials

Paper Dealers

JUILLARD-COCKCROFT
230 Snta Barbara Av.Sn Luis Obspo-93

Paper–Waxed–See Paper Dealers

Paper–Whsle–See Paper Dealers

Pastry Shops

See Bakers–Retail; also Pies–Pastry

Paving Materials

ROSELIP WALTER B

ASPHALT & ASPHALT PRODUCTS
ASPHALTIC PLANT MIX
ROCK & SAND
GRADING & PAVING

FerrocarrilRd Atascadero-20
If no answer call.....Sn Luis Obspo-785
If no answer call.....Sn Luis Obspo-211-W

Peanuts–See Nuts–Edible

Pest Control

See Exterminating; also Termite Control

Petroleum Products

Amerada Petroleum Corp 554Traffic.Aroyo Grnde-109
SIGNAL OIL CO 1446 Spring.....Pso Robls-176
Texas Co The 610Pine.....Pso Robls-475-W

Phonographs–Coin Operated

GOUFF MITCHELL E 145-16th.....Pso Robls-1055

Photo Finishing–Retail

EDWARDS CAMERA EXCHANGE
1428 Spring. Pso Robls-442
Metzler Photo Studio 1017 Chorro. Sn Luis Obspo-371

Photo Finishing–Whsle

PASO ROBLES PHOTO SERVICE
Bank of America Bldg. Pso Robls-951

Photographers–Commercial

Aston Photo Shop 733 Higuera. . . . Sn Luis Obspo-251
Camera Shop The 1105 Spring. . . . . Pso Robls-1121
(See Advertisement This Page)

Photographers–Portrait

Allen Mitchell W 1036 Chorro. . . . Sn Luis Obspo-431
Aston Photo Shop 733 Higuera. . . . Sn Luis Obspo-251
Austin Studios 1323 Spring. . . . . Pso Robls-403
(See Advertisement This Page)

PHOTOGRAPHS

DAVID F. STEVENS
COMMERCIAL PHOTOGRAPHER
Color Photography
Children's Photographs Taken in the Home
THE CAMERA SHOP
Paso Robles Inn
1105 Spring
Paso Robles 1121

PORTRAITS
of Distinction
FOR ALL OCCASIONS
Weddings
Children's Specialists
Copies - Frames
"Prices That Please"
AUSTIN STUDIOS
1323 Spring St.
Paso Robles 403

SHANNON STUDIO
Personality Portraits BY
Geraldine
Adults - Teens
Children
A SPECIALIST WITH BABIES
No Appointment Necessary
715-12TH STREET
PHONE PASO ROBLES 72

Photographers–Portrait–(Cont'd)

GAINSBOROUGH STUDIO
864 Higuera. Sn Luis Obspo-1541
METZLER PHOTO STUDIO
Portraits & Kodak Finishing
1017 Chorro. . . . . Sn Luis Obspo-371
Sears' Studio Highway. Atascadero-238-W
SHADOW ARTS STUDIO
1036 Chorro. Sn Luis Obspo-431
Shannon Studio 715-12th. . . . . Pso Robls-72
(See Advertisement This Page)
West Coast Photo&Novelty Co
1650Palm. Sn Luis Obspo-2401

Photographic Equipment & Supplies–Retail

Camera Shop The 1105 Spring. . . . . Pso Robls-1121
EDWARDS CAMERA EXCHANGE
1428 Spring. Pso Robls-442

Physicians & Surgeons M. D.

Blair Edward 522-13th. . . . . Pso Robls-31
If no answer call. . . . . Pso Robls-543
Butler J B V 1215 Chorro. . . . . Sn Luis Obspo-1782
If no answer call. . . . . Sn Luis Obspo-149
If no answer call. . . . . Sn Luis Obspo-1062
Cookson H N 154 Traffic Wy. . . . . Aroyo Grnde-100
Cookson H N 636 Price. . . . . Pismo Bch-43
If no answer call. . . . . Aroyo Grnde-100
County Health Dept 12th&Pine. . . . . Pso Robls-547
Crew Deon A Marsh&Garden. . . . . Sn Luis Obspo-244
Dunklee & Middleton 1130 Garden. . Sn Luis Obspo-51
Hagen Butler & Treadwell
1215 Chorro. Sn Luis Obspo-1782
Hagen Horace 1215 Chorro. . . . . Sn Luis Obspo-1782
If no answer call. . . . . Sn Luis Obspo-1773
If no answer call. . . . . Sn Luis Obspo-1062
Kelker G D
Eye Ear Nose & Throat
1114 Marsh. . . . . Sn Luis Obspo-710
Residence 1305 Marsh. . . . . Sn Luis Obspo-1438
Kennedy Chas R 522-13th. . . . . Pso Robls-31
McGarvey H Entrada Av. Atascadero-116
Residence Sn Gabriel Rd. Atascadero-46
Middleton Joseph G 1130 Garden. . . Sn Luis Obspo-51
Mugler F R 1170 Marsh. . . . . Sn Luis Obspo-73
Pearman R O
Surgery & Urology
1008 Palm. . . . . Sn Luis Obspo-2822
If no answer call. . . . . Sn Luis Obspo-1331
Pratt T R 612 Price. . . . . Pismo Bch-81
Ragsdale F F 717-12th. . . . . Pso Robls-24
Ranson John R 1124 Garden. . . . . Sn Luis Obspo-82
Schultz C E 6th. . . . . Morro Bay-3361
Sherman Edward C Jr 784 Marsh. . Sn Luis Obspo-470
Residence 6 California Blvd. . . Sn Luis Obspo-2043
Sobey G L 522-13th. . . . . Pso Robls-55-W
Thurber W G 1221Park. . . . . Pso Robls-1404
Treadwell R T 1215 Chorro. . . . . Sn Luis Obspo-1782
If no answer call. . . . . Sn Luis Obspo-1062
If no answer call. . . . . Sn Luis Obspo-1773
Walters H S 759 Monterey. . . . . Sn Luis Obspo-26-J

Physicians & Surgeons–Osteopathic

See Osteopathic Physicians & Surgeons and Osteopathic Physicians

Pianos–Tuning & Repairing

BROWN'S MUSIC STORE
717 Higuera. Sn Luis Obspo-1278

ERNST WILL A
PIANO SERVICE
PIANO TUNING & REPAIRING
ALL REPAIRS & MAKES
TUNING - REGULATING
CLEANING & DEMOTHING
CRESTON RD.
P. O. Box 451, Paso Robles
CrestonRd . . . . . Pso Robls-6-F-12

Picture Frames–Dealers

Aston Photo Shop 733 Higuera. . . . Sn Luis Obspo-251

Pies–Pastry

Bradley R H Pies 1804 Osos. . . . . Sn Luis Obspo-861
Peerless Bakery 584 Higuera. . . . . Sn Luis Obspo-319
Pismo Bakery 407 Cypress. . . . . Pismo Bch-75

Pipe Welding–See Welding

Planing Mills–See Millwork

Planographing

See Lithographers; also Printers

Plant Food–Concentrated–See Fertilizers

Plumbers

Bates Plumbing Co 454 Stimson. . . . . Pismo Bch-47
BETTER PLUMBING CO
Jobbing Our Specialty
1126 Chorro. . . . . Sn Luis Obspo-1383
Brewer & Jones. Cayucos-10
Cheda Archie A Foothill Blvd. . . . . Sn Luis Obspo-707
Coalwell Roy 2029Pine. . . . . Pso Robls-1036-W
COOK F D PLUMBER & ELECTRICIAN
1032 Pine. Pso Robls-1032
If no answer call. . . . . Pso Robls-23-F-2
Dickie's Hardware & Plumbing Shop. Cambria-36
FRAZEE GUY
Plumbing-Gas Fitting&Repairing
1156Peach . . . . . Sn Luis Obspo-2565
Kitchen's Plumbing Repair 451Pismo. . Pismo Bch-74
(See Advertisement This Page)
MACK'S PLUMBING SHOP
C R McAdams Repair Expert
907-12th . . . . . Pso Robls-1329-W
Maze Fred 1224 Pine. . . . . Pso Robls-130-W
McBRIDE SHEET METAL WORKS
1023Nipomo. Sn Luis Obspo-337
McKelvey Henry B. Atascadero-80-F-5
Mineau & Loomis Lumber Co
405 Branch. Aroyo Grnde-262
ROBERTS EARL S 5th. . . . . Morro Bay-2821
SMEE'S PLUMBING & HEATING SHOP
1302 Osos. Sn Luis Obspo-766

When you take millions of men and put them in camps around the country, you're bound to have a lot of Long Distance telephoning. The rush is particularly heavy at night between 7 and 10—about the only time the boys have to telephone. So if you can make your Long Distance calls at other times, we'll appreciate it.

KITCHEN'S PLUMBING AND REPAIR SERVICE

451 PISMO ST.
Phone Pismo Beach 74

Podiatrist–See Chiropodists

Poultry Dealers–Retail

Bader Wm 12th&Railroad. . . . . Pso Robls-298
Buchman's Poultry 32 N Vine. . . . . Pso Robls-1094-W
Sunical Land&Livestock Dept
SanSimeon. Cambria-65-Y-11

Poultry Dealers–Whsle

Bader Wm 12th&Railroad. . . . . Pso Robls-298
Calif Turkey Growers Assn Traffic Wy. Atascadero-166
Johnson J F Edna Rd. . . . . Sn Luis Obspo-1632
Mullikin Maurice E Edna. . . . . Sn Luis Obspo-1240
Sunical Land&Livestock Dept
SanSimeon. Cambria-65-Y-11

Poultry Equipment & Supplies

Becker H D California Blvd. . . . . Sn Luis Obspo-587
Farmer's Alliance Business Association
945 Riverside Av. Pso Robls-115

Presswork–See Printers

Printers

ATASCADERO NEWS
PRINTING
Of Every Description
Personal Attention to Each Order
Prices That You Can Afford
PROMPT, EFFICIENT SERVICE
N Mall. . . . . :Atascadero-100

Cambrian Press The. Cambria-31
Herald Recorder 309 Branch. . . . . Aroyo Grnde-21
HILL'S OFFSET PRINTING CO
1131 Chorro. Sn Luis Obspo-1727
PASO ROBLES JOURNAL
R M Douglas
709-12th . . . . . Pso Robls-362

PRESS ADVERTISER CO
PASO ROBLES
GOOD
PRINTING PROMPTLY
Business Cards - Letterheads
Standard Forms for All Businesses
1212Pine . . . . . Pso Robls-102

Preuss Press 981 Osos. . . . . Sn Luis Obspo-1176
TELEGRAM PRESS
A A Gus Thiebaud
1240 Morro. . . . . Sn Luis Obspo-1399

Produce

See Specific Kinds, i.e., Eggs Headings; Fruits & Vegetables Headings; Poultry Dealers Headings; Etc

Public Stenographers

See Stenographers–Public

Publishers

ATASCADERO NEWS N Mall. Atascadero-100
Cambrian Press The. Cambria-31
Golden West 971 Osos. . . . . Sn Luis Obspo-1921
Herald Recorder 309 Branch. . . . . Aroyo Grnde-21
Paso Robles Journal 709-12th. . . . . Pso Robls-362
Pismo Times 434 Cypress. . . . . Pismo Bch-71
PRESS ADVERTISER CO 1212 Pine. . Pso Robls-102
Telegram-Tribune Co 1240 Morro. . Sn Luis Obspo-900

Pumps

Cooperative Farmers Supply Co Inc
1311 Park. Pso Robls-344

FAIRBANKS MORSE PUMPS—
ARROYO GRANDE ELECTRIC CO
155Traffic. Aroyo Grnde-113

FARMER'S HARDWARE&EQUIP CO
PUMPS
Pomona Turbine Pumps
Pressure Systems
581Higuera .....Sn Luis Obspo-852

Mineau & Loomis Lumber Co
405 Branch. Aroyo Grnde-262

Radio! SALES AND SERVICE
Expert Repairs on All Makes
SAN LUIS OBISPO 1335
DANIELS & BOVEE
647 Higuera St., San Luis Obispo
National Union Radio Service is a nation-wide organization of selected, independent Service Dealers authorized to handle National Union Radio Tubes and Service products

Radio SERVICE
COMPLETE REPAIRS
All Electrical Appliances Repaired
Phonograph Records for Sale
BEACH RADIO & APPLIANCE SHOP
427 Cypress Pismo Beach 111

RADIO SERVICE
Repairing All makes
Expert Service
PISMO RADIO & ELECTRIC CO.
ARTHUR E. MURRAY, Manager
575 Dolliver
Phone Pismo Beach 165

Radiator Repairing—Automobile

See Automobile Radiator Repairing

Radiators—Cooling

Claassen's Radiator Shop
1534 Spring. Pso Robls-909-W

Radio Broadcasting Companies & Stations

K V E C Radio Station
Hill Mtn Vw. Sn Luis Obspo-1100
Transmitter Morro Rd.....Sn Luis Obspo-702

Radio Dealers

Bovee & Daniels 998 Higuera....Sn Luis Obspo-1335
Daniels&Bovee 647Higuera.....Sn Luis Obspo-1335
Derby's Electric Shop 827-13th.....Pso Robls-91
MISSION RADIO&ELECTRONICS CO
1001Higuera. Sn Luis Obspo-1830-W

Radio Servicing

Beach Radio&Appliance Shop
427Cypress. Pismo Bch-111
(See Advertisement This Page)
Daniels&Bovee 647Higuera.....Sn Luis Obspo-1335
(See Advertisement This Page)
Pismo Radio&Electric Co 575Dolliver..Pismo Bch-165
(See Advertisement This Page)

Radio Supplies & Parts—Retail

See Radio Dealers

Radio Therapy

Drown Laboratory 1254Garden...Sn Luis Obspo-1032

Railroad Companies

Southern Pacific Co Oceano....Aroyo Grnde-258-F-12
Southern Pac Co 8th&Railroad.....Pso Robls-2
Southern Pacific Co Railroad Av..Sn Luis Obspo-2500
Southern Pacific Co .....S Margrita-16
Southern Pacific Railroad Co
Mercedes Av. Atascadero-268

Ranches

Clarke C W Co.....Pso Robls-1-F-6
Cowell Land & Cattle Co.....S Margrita-31-F-21
Field O C Pecho Ranch OsosRd.Sn Luis Obspo-21-F-12
Happy Valley Ranch HappyVly....Atascadero-47-R-1
Hillman Ranch Estrella.....Pso Robls-13-F-4
Houchin-McNeil.....Aroyo Grnde-226-F-13
Reyes S D Ranch No 3.....Aroyo Grnde-226-F-24
Sinsheimer's See Canyon Ranch
SeeCanyonRd. Sn Luis Obspo-7-J-1
Soares Bros Cambria-9-Y-11
Spirmar Los Berros.....Aroyo Grnde-216-F-21

Ranges & Stoves—Dealers

FRIGIDAIRE ELECTRIC RANGES

Today it's especially important to take good care of your Frigidaire Range and thus enjoy fully the healthful and economical cooking it was built to provide.

FRIGIDAIRE

PRODUCTS OF GENERAL MOTORS

"WHERE TO CALL"

SALES & SERVICE DEALERS

Long E E Piano Co 777 Marsh..Sn Luis Obspo-506
Union Hardware Co 725Higuera...Sn Luis Obspo-43

Rattan Ware—See Furniture Headings

Real Estate

Brown W R
Oil Leases and Land
616 Price.....Pismo Bch-154
Clifford Insurance Agency 727-13th..Pso Robls-264-W
CORNELIUS ELSA R NHighway.....Atascadero-300
COVERT GAIL
Licensed Real Estate Broker
Crown .....Aroyo Grnde-110
Curtright L T 785 Marsh .....Sn Luis Obspo-1676
Evans Brokerage Co 1118 Chorro...Sn Luis Obspo-63
Fitzgerald Maurice W 852 Higuera.Sn Luis Obspo-839
Forbes Will D 1311 Spring.....Pso Robls-42-W
Forington N M 127Capitol.....Pso Robls-1513-J

GEE CHARLES E
REAL ESTATE
GENERAL INSURANCE
LIFE INSURANCE
NOTARY PUBLIC
Highway Atascadero-333

Griswold E R 733-12th.....Pso Robls-1510
Henderson Brokerage Co Highway....Atascadero-194
Henry Orpha Ward Bldg.....Pismo Bch-113
JONES B F
Office-Fair Oaks District-Arroyo Grande
.....Aroyo Grnde-228-F-4
Kamm L W 1137 Chorro.....Sn Luis Obspo-1051
KENNEDY RALPH C 858 Marsh..Sn Luis Obspo-1900
Lawrence L W 1020Broad.....Sn Luis Obspo-121
Lewin Bernhard 851 Marsh.....Sn Luis Obspo-325
NATIONAL FARM LOAN ASSOCIATIONS
Long Term Farm Mortgages
1123 Garden.....Sn Luis Obspo-1386
Nelson Wm A
Stanley H Nelson
982 Monterey.....Sn Luis Obspo-2134
O'Donnell Wm C 1131Broad.....Sn Luis Obspo-1345
Pierce Kem D Mrs 227-12th.....Pso Robls-1021
Rohrberg Milton C Main.....Cambria-62

ROSS GEORGE G
Licensed Real Estate Broker
Specializing in
San Luis Obispo City
Property
NOTARY PUBLIC
1118Chorro .....Sn Luis Obspo-63

Vail E L Highway.....Atascadero-239
Vollmer Ernest 740 Higuera.....Sn Luis Obspo-700
Wickenden W C 1035 Chorro.....Sn Luis Obspo-858
Williams R J 625-14th.....Pso Robls-21

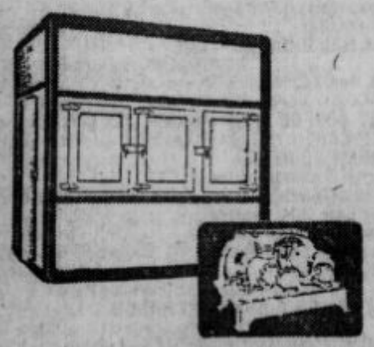
Refrigeration Equipment—Commercial, Servicing

Campbell's Refrigeration
532Higuera. Sn Luis Obspo-1488
(See Advertisement This Page)
General Refrigeration Service Co
2138 Spring. Pso Robls-598

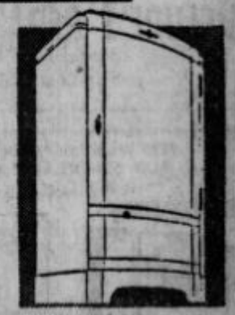
GRANDE REFRIGERATION SERVICE
ALL MAKES SERVICED
24-HOUR SERVICE ANYWHERE
SALES & SERVICE
Commercial & Domestic Refrigerators
We Make Your Equipment Efficient
ED SHEWMAKE, MANAGER
116 WBranch.....Aroyo Grnde-112

Buy United States War Bonds and Stamps.

REFRIGERATION
SALES & SERVICE
QUICK RELIABLE GUARANTEED WORK
AUTHORIZED FRIGIDAIRE SERVICE HEADQUARTERS



- Commercial
- Installation
- Household
- Complete Rebuilding



CAMPBELL'S REFRIGERATION
PHONE San Luis Obispo 1488
532 Higuera St.
PHONE Paso Robles 1416
2801 Spring St.

Refrigerators–Domestic

CLINE'S ELECTRIC SHOP 962 Monterey . Sn Luis Obspo-13
Derby's Electric Shop 827-13th . . . . . Pso Robls-91
ELECTROLUX GAS REFRIGERATORS—
FRANSCIONI BUTANE SALES & SERV 2801 Spring . Pso Robls-343

FRIGIDAIRE REFRIGERATORS

Today it's especially important to take good care of your Frigidaire Refrigerator and thus enjoy fully the protection and economy it was built to provide.

PRODUCTS OF GENERAL MOTORS

"WHERE TO CALL"

SALES & SERVICE DEALERS
Atascadero Hardware Traffic Wy . . Atascadero-133

SALES DEALERS
Long E E Piano Co 777 Marsh . . Sn Luis Obspo-506

HEATON R C CO 803-13th . . . . . Pso Robls-29

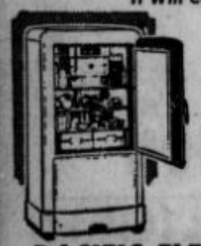
Refrigerators–Domestic, Servicing

Campbell's Refrigeration 532 Higuera . Sn Luis Obspo-1488
Campbell's Refrigeration Service 2801 Spring . Pso Robls-1416
Grande Refrigeration Service 116 W Branch . Aroyo Grnde-112
McCLURE'S REPAIR SERVICE 2145 Broad . Sn Luis Obspo-2221
(See Advertisement This Page)
Pacific Electric Service 1619 Osos . Sn Luis Obspo-1790
(See Advertisement This Page)

REFRIGERATION SERVICE

ON ALL MAKES
DOMESTIC AND COMMERCIAL
McCLURE'S REPAIR SERVICE
2145 Broad St.
Phone San Luis Obispo 2221

YOU WANT DEPENDABLE MEN FOR DEPENDABLE SERVICE
It Will Cost You Less



Call
SAN LUIS OBISPO
1790
Day or Night

Refrigeration Service
All Makes
Air Conditioning
Motor Windings

PACIFIC ELECTRIC SERVICE
1619 Osos — San Luis Obispo

Registers–Cash–See Cash Registers

Resorts

Cambria Pines Lodge Office Highway Cambria-50
Sycamore Mineral Springs Avila Rd . Sn Luis Obspo-8-J-12

Rest Homes–See Sanitariums

Restaurants

Anderson Herman L 101 Cafe 1420 Spring . Pso Robls-101
AUSTIN'S CONFECTIONERY 868 Monterey . Sn Luis Obspo-86
(See Advertisement Opposite Page)
BANK CAFE Good Foods 1213 Park . . . . . Pso Robls-40-J
BEE HIVE RESTAURANT 887 Monterey . Sn Luis Obspo-283
BENNY'S CAFE 1057 Monterey . . Sn Luis Obspo-2922
Bill's Place 537 Cypress . . . . . Pismo Bch-114
Bill's Sandwich Shop 850 Marsh . . . Sn Luis Obspo-99
Blue Bell Coffee Shops 978 Monterey . Sn Luis Obspo-1930
Blue Moon Coffee Shop 1226 Spring . . . Pso Robls-331
BREAKER'S CAFE Fresh Fish Our Specialty Market&5th . . . . . Morro Bay-2431
Busi's Cafe 1122 Pine . . . . . Pso Robls-581
Camozzi Hotel Cambria-11-M
CANARY COTTAGE 1200 Spring . . . . . Pso Robls-57
CARLISLE LAURA Ruth's Cafe 280 Pomeroy . . . . . Pismo Bch-216
CARLTON HOTEL&COFFEE SHOP Highway . Atascadero-177
Casa Del Camino Tavern 958 Monterey . Sn Luis Obspo-210
CASTLE MOTOR INN CAFE Special Sunday Chicken Dinners Pismo Hwy . . . . . Sn Luis Obspo-1546
CHET'S BAR-B-Q Chet Kline-Manager 995 Higuera . . . . . Sn Luis Obspo-1939-W
Chili Bowl 223 Pomeroy . . . . . Pismo Bch-163
Circle Inn 6th&Main . . . . . Morro Bay-3231
COFFEE POT CAFE Open All Night 1015 Morro . . . . . Sn Luis Obspo-1949
COLOMBO CAFE & COCKTAIL LOUNGE 1232 Pine . Pso Robls-365
Corcoran's 848 Higuera . . . . . Sn Luis Obspo-176
CRACKER BOX Mable Church-Manager 6th&Main . . . . . Morro Bay-3141
DAD'S HAMBURGER PLACE 589 Higuera . Sn Luis Obspo-2138
Dan & Angie Cafe Templtn-8
Dennis Dairy Lunch 894 Higuera . . Sn Luis Obspo-711
DEPOT COFFEE SHOP Railroad . . Sn Luis Obspo-507
EAGLE CAFE 273 OceanVwAv . . . . . Pismo Bch-98
ECONOMY FOUNTAIN George S Edwards-Prop 796 Higuera . . . . . Sn Luis Obspo-2700
El Mar Cafe 304 Cypress . . . . . Pismo Bch-100
El Paso Cafe 1114 Pine . . . . . Pso Robls-427
Frank's Cafe 645 Higuera . . . . . Sn Luis Obspo-2158
Fred's Steak House 1244 Pine . . . . . Pso Robls-711
(See Advertisement Opposite Page)
FREITAS GEO A BANK EXCHANGE 686 Higuera . Sn Luis Obspo-1195
Funk F W 1126 Snta Rosa . . . . Sn Luis Obspo-1343-J
Galli Restaurant 326 Hinds . . . . . Pismo Bch-52
GARRISON'S CAFE Open All Night Price . . . . . Pismo Bch-176
GOLD DRAGON Chinese And American Dishes 985 Monterey . . . . . Sn Luis Obspo-803
GOLDEN STAR CAFE 1309 Spring . . . Pso Robls-742
Golden West Restaurant 676 Higuera . Sn Luis Obspo-526
(Continued Next Page)

Restaurants–(Cont'd)

Happy Jacks Cafe 6th&Main . . . . . Morro Bay-2001
Harbor Inn Avila . . . . . Sn Luis Obspo-8-J-2
HILLTOP CAFE Bill&Hazel Hoge-Props-101 Hwy 2½ Miles S Of Pismo Bch-½ Mile N Of Aroyo Grnde . . . . . Aroyo Grnde-238-F-23
Hong Kong Cafe 943 Spring . . . . . Pso Robls-604
Interstate Restaurant 1015 Monterey . Sn Luis Obspo-1086
Johnny's Tavern 1216 Spring . . . . . Pso Robls-85
JONESY'S CAFE 12th&Pine . . . . . Pso Robls-171
Residence . . . . . Pso Robls-584-W
Kay's Cafe SHwy Atascadero-9
Knotts R F Highway Nipomo-4
Lucky Spot Cafe 621 Price . . . . . Pismo Bch-170
Lukas Place 532 Cypress . . . . . Pismo Bch-34
Lyle's Mid-Nite Cocktail Lounge 1215 Spring . Pso Robls-798
(Continued Next Page)

FRED'S STEAK HOUSE

STEAKS
Phone
PASO ROBLES
711
STEAKS - CHOPS
LUNCHES - DINNERS
1244 Pine St. — Paso Robles
FRED'S LUNCH SPOT
1338 Spring St. — Paso Robles
FRED'S BAR
1240 Pine St. — Paso Robles

PLESSAS TAVERN
Famous for **Sea Foods**

Lobster & Clams
Steak & Chicken Dinners
COCKTAIL BAR
On Highway 101
735 Price — Pismo Beach 90

Thrill to That Real Home-Cooked Taste!

Dinner at
AUSTIN'S
IS OUTSTANDING

SAN LUIS OBISPO'S MOST POPULAR RESTAURANT
868 Monterey St.

San Luis Obispo **86**

Open 9 A.M. to 8 P.M.
Closed Sundays

Our Every Desire Is to Please You

MR. & MRS. CHARLES M. SIMON

WHITEY'S DRIVE-INN
JULIUS SCHWARTZ
Mgr.

Steak Dinners
Regular Meals
Fine Foods
Appetizingly Served
San Luis Obispo **2581**
Osos & Marsh

Restaurants—(Cont'd)

MAC&MARV BARBECUE
Barbecue Steaks&Refreshments
Highway Nipomo-13
MAC'S CAFE
Beer & Wines
Avila ..... Sn Luis Obspo-1-R-2
Maurie&Mary Templtn-18
If no answer
(Toll) Call "Operator" for..... Pso Robls-529
Mee Heng Chop Suey Shop
Fine Chinese Food
815 Palm ..... Sn Luis Obspo-1330
MICKEY'S CAFE
Gertrude Rell-Manager
600Price ..... Pismo Bch-329
MIDGET LUNCH 1029Morro..Sn Luis Obspo-2540-J
Min & Frances Cafe 811 Price ... Pismo Bch-155-J
Mission Cafe&Bar 699Higuera.Sn Luis Obspo-2619-W
Mission Restaurant 1015 Chorro.Sn Luis Obspo-881-W
Mom's & Pop's Cafe
A Real Place To Eat Home Cooking
662 Higuera ..... Sn Luis Obspo-951
Mother's Cafe 335Cypress..... Pismo Bch-303
New China Cafe 540 Cypress..... Pismo Bch-212
NINA'S 101Hwy..... Pismo Bch-48-Y-5
OASIS CAFE&HOTEL..... S Margrita-1
Ocean View Cafe 925 Price..... Pismo Bch-63
PALM HUT NIGHT CLUB
Dine&Dancing Every Night
101Hwy Atascadero-135
Park Cafe 739-12th..... Pso Robls-512
Park Cafe 1819 Osos..... Sn Luis Obspo-1318-J
Paul's Grill&Bar Cayucos-11-J
PERROT'S PAUL GRILL
1020 Morro. Sn Luis Obspo-794
PIP DRIVE-IN THE 1020 Spring..... Pso Robls-80
Plains The 1226 Pine ..... Pso Robls-86
Plessas Tavern 735Price..... Pismo Bch-90
(See Advertisement Preceding Page)
POODLE DOG
We Spec In Sandwiches-
Open 10 AM to 2 AM
2314 Spring..... Pso Robls-1139-J
Polly Cafe 412 Higuera..... Sn Luis Obspo-2098
R & H Cafe 1330 Spring..... Pso Robls-477
REX'S PLACE AtascaderoHotel..... Atascadero-298
Robasciotti J Cafe 1034 Morro. Sn Luis Obspo-600-W
Rock Cafe 5th..... Morro Bay-3536
Santa Margarita Inn Highway..... S Margrita-42-W
SCHLEGEL C J Avila..... Sn Luis Obspo-8-J-3
Shanghai Low
Good Chinese Food
830 Palm..... Sn Luis Obspo-2080-W
Sister's Inn
Annabelle Warren-Owner
208Higuera ..... Sn Luis Obspo-155
Smile Inn 101 Hwy..... Sn Luis Obspo-1937
SNO-WHITE CREAMERY
888Monterey. Sn Luis Obspo-1872
STEVE'S COFFEE SHOP
1050Monterey. Sn Luis Obspo-85
TASTY COFFEE SHOP
Cafe&Fountain
895Higuera ..... Sn Luis Obspo-847
TOWER CAFE
Bob Adams-Manager
427Marsh ..... Sn Luis Obspo-830
TOWNSEND'S COFFEE SHOP&COCKTAIL LOUNGE
Edward&Margaret Madsen
990Monterey ..... Sn Luis Obspo-1261
UPTOWN DRIVE-IN
Delicious Food Cooked To Your Taste
1514 Spring..... Pso Robls-474
V Lunch 618-12th..... Pismo Bch-199
Valley Grill 1231 Spring..... Pso Robls-384
VICTORY INN
We Specialize In Spanish Dishes
101Hwy ..... Pismo Bch-31-Y-22
Waldorf Cafe 975 Osos..... Sn Luis Obspo-1002
WALLY'S CAFE
Real Home Cooked Meals&Home Made Pies
Traffic&Bridge ..... Aroyo Grnde-11-J
Wayside Inn Edna Rd..... Sn Luis Obspo-1915
WHITE LUNCH
At Martinelli's Place
Highway Atascadero-69
White Spot Cafe 1524 Spring..... Pso Robls-776
Whitey's Drive-In Osos&Marsh...Sn Luis Obspo-2581
(See Advertisement Preceding Page)
Wide Awake Cafe
1129Monterey. Sn Luis Obspo-1343-W

Rock

PAC COAST LUMBER CO OF CALIF
271Higuera. Sn Luis Obspo-1420
Roselip Walter B 615 Grand..... Sn Luis Obspo-785
If no answer call..... Sn Luis Obspo-211-W

Roofers

County Roof Service
1250 Fletcher. Sn Luis Obspo-1840
(See Advertisement Opposite Page)
Kyle Roof Service 1609 Osos..... Sn Luis Obspo-546
(See Advertisement Opposite Page)

Roofing Materials

HAGLE-DeCOU LUMBER CO
SHighway. Atascadero-43
Hayward Homer T Lumber Co
12th&Riverside. Pso Robls-73
Pacific Coast Coal Co 410 Branch.... Aroyo Grnde-33
PAC COAST LUMBER CO OF CALIF
271Higuera. Sn Luis Obspo-1420

Rooming Houses—See Lodging Houses

Rubbish Hauling

SAN LUIS GARBAGE CO
518 Higuera. Sn Luis Obspo-1672
If no answer call..... Sn Luis Obspo-1614-W

Rug & Carpet Cleaners

Mastercraft Electric Store
Rugs & Upholstered Furniture Cleaned
321 Snta Barbara Av..... Sn Luis Obspo-1338
San Luis Sterilization&Mattress Co
Buchon&High. Sn Luis Obspo-405

Rugs & Carpets—Retail

WHITAKER'S FURNITURE
766Higuera. Sn Luis Obspo-1006

Safes—Opening & Repairing

STRADER C R 1131 Garden...Sn Luis Obspo-984-W

Sand & Gravel

PAC COAST LUMBER CO OF CALIF
271Higuera. Sn Luis Obspo-1420
Roselip Walter B 615 Grand..... Sn Luis Obspo-785
If no answer call..... Sn Luis Obspo-211-W

Sandwich Shops—See Restaurants

Sanitariums

San Luis Obispo County Tuberculosis Sanitarium
Johnson Av Sn Luis Obspo-1818
Scott's Fair Oaks Convalescent Home
Fair Oaks. Aroyo Grnde-228-F-22

Sash—See Millwork

Scavengers—See Garbage Collection

For victory — buy United States War Bonds.

ROOFING
Of All Kinds
JOHNS-MANVILLE

Asbestos
Built-up Roofs
Shingles

Siding
Asphalt Roofs
Shingles

ROCK WOOL BLOWN HOME INSULATION
FREE ESTIMATES - TIME PAYMENT PLAN F.H.A. TERMS

KYLE ROOF SERVICE
HARRY KYLE, *Mgr.*
Established Over 19 Years
1609 Osos Street
Phone **San Luis Obispo 546**
Res. San Luis Obispo 523

★

BUY
WAR
BONDS
FOR
VICTORY

ROOFS
THAT LAST
Repaired • Recoated • Renewed
Phone
San Luis Obispo **1840**
JAMES QUAGLINO
COUNTY ROOF SERVICE
Since 1922

1250 FLETCHER ST.
Service at Any S. P. Milling Co. Office

Schools

See also Specific Types of Instruction

AMERIVET MEMORIAL INSTITUTE
CentralMall. Atascadero-180
Arroyo Grande Public School
Valley. Aroyo Grnde-213-W
Arroyo Grande Union High School
Branch. Aroyo Grande-260
Atascadero Elementary School.....Atascadero-10
Atascadero Union High School.....Atascadero-61
Agriculture Dept.....Atascadero-370
California Polytechnic The
Poly Campus. Sn Luis Obspo-2151
Dining Hall No 1 PolyCampus. Sn Luis Obspo-2061-J
Dining Hall No 2 Poly Campus. Sn Luis Obspo-2625
Poultry Plant—PolyCampus. Sn Luis Obspo-2530
Power Plant—PolyCampus. Sn Luis Obspo-2308
Cambria Union Grammar School.....Cambria-70
Cayucos Grammar School.....Cayucos-24
Coast Union High School.....Cambria-1
East Santa Fe School Snta Fe Rd. Sn Luis Obspo-3-R-4
Huasna School.....Aroyo Grnde-225-F-21
Los Osos School Osos Rd.....Sn Luis Obspo-1-F-13
Morro Bay Grammar School North C. Morro Bay-2411
Nipomo School.....Nipomo-3-R
Paso Robles City Schools
Elementary School Cafeteria 17th. Pso Robls-6-M
Elementary School 5th Grade
Methodist Church. Pso Robls-212-J
1st & 2nd Grades
Christian Church Hall. Pso Robls-369-W
Intermediate School Vine.....Pso Robls-25
Primary School 17th&Vine.....Pso Robls-915
Union High School Spring.....Pso Robls-90
Agriculture Dept 24th.....Pso Robls-226
Wood Shop Dept Spring.....Pso Robls-673-W
Pismo Beach Grammar School.....Pismo Bch-151
San Luis Obispo City Schools
Emerson School Nipomo.....Sn Luis Obspo-805
Fremont School Peach.....Sn Luis Obspo-1236
Hawthorne School Story.....Sn Luis Obspo-2071
Jr High School Marsh.....Sn Luis Obspo-2070
Kindergarten School Buchon. Sn Luis Obspo-1589-J
Senior High & Junior College
Marsh. Sn Luis Obspo-663
Santa Margarita Grammar School.....S Margrita-8
Shandon High School.....Pso Robls-1-F-21
Sunnyside School Osos Rd.....Sn Luis Obspo-20-F-21
Templeton Grammar School.....Templtn-16-W
Templeton Union High School.....Templtn-16-J

Second Hand Furniture

See Furniture Dealers–Used

Seeds & Bulbs–Retail

Loomis E C & Son 147 High.....Sn Luis Obspo-1080
Paso Robles Nursery Pismo Hwy. Sn Luis Obspo-320-W
San Luis Feed Co 305 Higuera.....Sn Luis Obspo-655

Seeds–Whsle

Waller-Franklin Seed Co
Flower Seed Producers
.....Aroyo Grnde-222-F-5

Service Station Equipment–Servicing

Brown H A
Sales & Service
1916 Johnson Av.....Sn Luis Obspo-1232

Service Stations

Agueda's Shell Service Station
101 Hwy. Aroyo Grnde-92-W
Al's Brake Service
Complete Automotive Service
711 Marsh.....Sn Luis Obspo-2234

To war-busy places, please make only the Long Distance calls that are essential.

Service Stations–(Cont'd)

AL'S RICHFIELD SERVICE STATION
A. J. MARTIN - Owner
RICHFIELD PRODUCTS
LUBRICATION - WASHING
POLISHING
Tire Repairing - Battery Recharging
Opposite Pacific St.
316Higuera.....Sn Luis Obspo-2682

Associated Oil Serv Stn
Marsh&Higuera. Sn Luis Obspo-1972
Associated Oil Service Stn
1108 Monterey. Sn Luis Obspo-1497
Associated Service Station
11th&Spring. Pso Robls-172
Brisco Service Station
Gen Repairs-Lubrication-Tires-Batteries
147Bridge.....Aroyo Grnde-45-W
Brown G W 16th&Spring.....Pso Robls-83
Burroughs R C Standard Station.....Cayucos-13-W
Camel Oil Co S Highway.....Atascadero-236-J
Caskey E W Main&Lee.....Cambria-25
Gardner's Garage State Hwy.....S Margrita-29
General Petroleum Corp of Calif
Marsh&Santa Rosa Station
1099Marsh.....Sn Luis Obspo-2778
General Petroleum Service Station
1339 Spring. Pso Robls-123
General Petroleum Station
Price&Pomeroy. Pismo Bch-199
Golden Rule Serv Stn & Auto Court
Monterey&Murray. Sn Luis Obspo-1026-W
GUY'S SERVICE STATION
99TrafficWy. Aroyo Grnde-105
Hickenbottom Shell Station
1095Monterey. Sn Luis Obspo-1030
Hodges Union Oil Service
283Higuera. Sn Luis Obspo-1961
HOVE'S TEXACO SERVICE Highway....Templtn-24

KEN'S RICHFIELD SERVICE
KEN MITCHELL CARL HINKLE
COMPLETE SERVICE
WASHING POLISHING
LUBRICATION
At Maddalena's
1001 Higuera.....Sn Luis Obspo-562

Ken's Richfield Service
1001 Higuera. Sn Luis Obspo-562
Kustel Service Station
Shell Oil Products
1204 Osos.....Sn Luis Obspo-1073
Lucky Service Center 406Higuera. Sn Luis Obspo-1908
Lundy Service Station 101 Hwy.....Pismo Bch-58
Maddalena Tire Co
Tires & Tire Recapping Station
Higuera&Osos.....Sn Luis Obspo-79
McKennon H H 5th&Main.....Morro Bay-3531
MICHELS H E 1446 Spring.....Pso Robls-176
Nelson A I Hwy.....Atascadero-179

NORWALK SERVICE STATION
WILLS & RUDE, Owners
24-HOUR SERVICE
TRUCK SPECIALISTS
TIRE SALES & SERVICE
QUICK CHARGE BATTERY SERVICE
LUBRICATION - WASHING & POLISHING
1088Higuera.....Sn Luis Obspo-1913

Phillips K L
Associated Service
835 Price.....Pismo Bch-21
(Continued Next Page)

Help win the war with the money you save—buy War Bonds.

Service Stations–(Cont'd)

RANSOME TRUCK SERVICE
TRUCK LUBRICATION
DIESEL OILS and FUELS
TRUCK REPAIRS
Sleeping Quarters - Showers
OPEN 24 HOURS A DAY
101 Hwy.....Sn Luis Obspo-2343

RICHFIELD SERVICE STATION NO 759
Highway. Atascadero-119-W
Rountree Oil Distributing Co
100 Traffic Wy. Aroyo Grnde-54
S & W Service Vachell Ln.....Sn Luis Obspo-1506
San Luis Service Station & Garage
1044 Monterey. Sn Luis Obspo-100
Seaside Service
Arden Young-Manager
14th&Spring.....Pso Robls-38
Shaffer's Richfield Service Station
139 Traffic Wy. Aroyo Grnde-60-W

SHELL SERV STA
DUKE KELSO, Owner
SHELL PRODUCTS &
LUBRICATION
WASHING - POLISHING
VULCANIZING - TIRE SERVICE
PREWAR COURTESY
S Hwy.....Atascadero-305

Shell Service Station 1145 Spring.....Pso Robls-479
Shell Service Station 16th&Spring.....Pso Robls-83
Shell Service Station 259 Price.....Pismo Bch-202
Signal Oil Co 903 Spring.....Pso Robls-302
SIGNAL OIL CO 1446 Spring.....Pso Robls-176
Smith T E Service Station.....Nipomo-6
STANDARD MOTOR SERVICE
Tire Inspection Service
990 Higuera.....Sn Luis Obspo-22
Standard Service Station 155Traffic. Aroyo Grnde-113
Standard Station No 150 AD
Marsh&Higuera. Sn Luis Obspo-1707
Standard Stations Inc
No 343 1066 Monterey.....Sn Luis Obspo-731
No 3280 1565 Monterey.....Sn Luis Obspo-1004
Standard Stations Inc No 280
12th&Spring. Pso Robls-507
Standard Stations Inc No 596
State Hwy. Atascadero-102
Standard Stations Inc No 750
1745 Spring. Pso Robls-589
Standard Stations Inc No 1656
1502 Spring. Pso Robls-615
Star Garage Highway.....S Margrita-3
Stowe Independent Oil Co 6th&Spring. Pso Robls-758
Stowe Independent Oil Co&Trailer Sales
996Marsh. Sn Luis Obspo-2701
Tasco Service Station S Highway.....Atascadero-99
Texaco Service 10th&Spring.....Pso Robls-391
Texaco Service Station Highway. Atascadero-105-W
Texaco Service Station 1405 Spring. Pso Robls-910
TEXACO SERVICE STATION
311 Higuera. Sn Luis Obspo-1736
TEXACO SERVICE STATION
Snta Rosa&Marsh. Sn Luis Obspo-1887
THOMPSON FRANK W 101Hwy.....Templtn-14-W
Union Oil Co of Calif
Service Station No 347 10th&Spring. Pso Robls-612
Union Station 1308Monterey. Sn Luis Obspo-1926
UPTON'S SERVICE STATION
Norwalk-Gilmore Products
1919 Broad.....Sn Luis Obspo-132
Welch's Seaside Service Station 5th. Morro Bay-2826

Sewing Machines–Domestic

Singer Sewing Machine Distributor
718 Higuera. Sn Luis Obspo-449

Sewing Machines–Repairing

Singer Sewing Machine Distributor
718 Higuera. Sn Luis Obspo-449
(See Advertisement This Page)
Smith E Taylor 1125Garden.....Sn Luis Obspo-235

Sheet Metal

Cooperative Farmers Sheet Metal Shop
1315Pine. Pso Robls-153

Sheet Metal Work

COOPERATIVE FARMERS SHEET METAL SHOP
INDUSTRIAL SHEET METAL WORK
TANKS & STOCK TROUGHS
HEATING & VENTILATING
GENERAL SHEET METAL WORK
RETINNING
1315Pine.....Pso Robls-153

McBRIDE SHEET METAL WORKS
SHEET METAL WORK
OF ALL KINDS
HEATING & VENTILATING
PLUMBING SERVICE
1023Nipomo.....Sn Luis Obspo-337

Smee's Plumbing & Heating Shop
1302 Osos. Sn Luis Obspo-766

Shell Heating Oils

Look on "O" pages under "Oils–Fuel & Heating"

Shingling–See Roofers

Shoe Repairing

Bruno Frank Shoe Shop SntaLuciaAv. Atascadero-4

Shoes–Athletic

See Sporting Goods Headings

People can't reach you by telephone when the instrument is left "off the hook". Your line is "busy" to anyone calling.

For full use of your telephone, please keep your instrument "hung up"—ready for service!

SINGER SEWING MACHINES
J. E. HAMILTON
Authorized Distributor
RENTALS & REPAIRS
ALL MAKES
Knitting Supplies & Art Goods
Complete Line Infants' Wear
Telephone San Luis Obispo **449** —718— Higuera St.

Shoes–Retail

Chitwood Bootery
Shoes For Everyone
Paradise Shoes For Women
860 Higuera.....Sn Luis Obspo-1832

HUGO'S WESTERN SHOPS
840Monterey.Sn Luis Obspo-620

Karl's Shoe Store
Shoes For Everyone-Service Men&Women
725-12th.....Pso Robls-478
Karl's Shoe Store 786Higuera..Sn Luis Obspo-881-M

NUNN-BUSH SHOES FOR MEN—
CHITWOOD BOOTERY
860 Higuera.Sn Luis Obspo-1832

O'Sullivan J J Co 741 Higuera...Sn Luis Obspo-863-J

REEVE'S SHOES
Shoes For The Entire Family
760 Higuera.....Sn Luis Obspo-2470
Renetzky's Shoe Store 845 Higuera.Sn Luis Obspo-257

WICKENDEN'S
Florsheim And Freeman Shoes
837 Monterey.....Sn Luis Obspo-1511

Show Card Writing

Rose Sign Service 725 Pacific....Sn Luis Obspo-2716

Signs

CLINE'S ELECTRIC SHOP
Neon Sign Service
962Monterey.....Sn Luis Obspo-13

FREEMAN SIGN SERVICE
448 Higuera.Sn Luis Obspo-335

ROSE SIGN SERVICE
A Complete Sign Service
Truck & Taxi Lettering Our Specialty
725 Pacific.....Sn Luis Obspo-2716

Skates–See Sporting Goods Headings

Slaughter Houses

See Meat–Whsle; also Stock Yards

Soft Drinks–See Beverages–Non Alcoholic

Sporting Goods–Retail

Dickie's Hardware & Plumbing Shop.....Cambria-36
Hill J C 1037 Chorro.....Sn Luis Obspo-466
Lundgren Eric 1438Park.....Pso Robls-470
Phillips K L 835 Price.....Pismo Bch-21

SMITH C S
Complete Line Of Sporting Goods
1225Park.....Pso Robls-40-W
Union Hardware Co 725Higuera....Sn Luis Obspo-43

Sportswear–Retail

HUGO'S WESTERN SHOPS
840Monterey.Sn Luis Obspo-620
Lacterman's 728 Higuera.....Sn Luis Obspo-1285
Vogue The 1233 Park.....Pso Robls-70

Spraying–See Painting Contractors

Sprays–See Insecticides

Stage Lines–See Bus Lines

State Government Offices

See Alphabetical Directory Under "Calif State of"

Stationers–Retail

Arroyo Drug Co 130 Branch.....Arroyo Grnde-46
Hill's Stationery 1127 Chorro....Sn Luis Obspo-1403
Shadow Arts Studio 1036 Chorro..Sn Luis Obspo-431

Stencils & Stencil Supplies

MIMEOGRAPH BRAND PRODUCTS—
PACIFIC COAST PUBLISHING CO
A B Dick Exclusive Tri-County Distributor
1022 State SantaBarbara
(Toll) Call "Operator" for.Snta Barbara-3159

Stenographers–Public

SMITH WM T

VERBATIM STENOTYPIST
TESTIMONY - MEETINGS
CORRESPONDENCE - MANUSCRIPTS
ADDRESSING AND MAILING

1131Broad.....Sn Luis Obspo-1345

Sterilizing Service

San Luis Sterilization & Mattress Co
Buchon&High.Sn Luis Obspo-405

Stock Yards

Bryan Meat Co Slaughter House.....Pso Robls-366

Storage–Cold

See Cold Storage Warehouses

Storage–Household

ATASCADERO TRANSFER&STORAGE CO
Highway.Atascadero-345

DENNIS TRANSFER
Packing Shipping&Storage
1824Nipomo.....Sn Luis Obspo-355

Stoves & Ranges

See Ranges & Stoves Headings

Suit Cases–See Luggage Headings

Tailors–Ladies'

MISSION TAILORING SERVICE

DAVID A. GRIFFIS
Expert Repairing - Altering - Remodeling
& Fitting of Men's & Women's
Tailored Garments

863Monterey.....Sn Luis Obspo-496

Pat's Dressmaking Shop
1120 Morro.Sn Luis Obspo-2144

Tailors–Men's

Mission Tailoring Service
863Monterey.Sn Luis Obspo-496
Nernof Tailoring Co 1027 Chorro..Sn Luis Obspo-103
Sam's Army Supply And Tailor Shop
Store No 1 627-12th.....Pso Robls-761
Store No 2 1334 Spring.....Pso Robls-620

A Directory Advertising Representative will be glad to help you prepare a Classified Directory advertisement that should be most profitable. You can reach him by calling the business office of the telephone company.

Tallow

San Luis Tallow Works
Clark Field.Sn Luis Obspo-2646-W
(See Advertisement This Page)

Tamales–Retail

Hill's Homemade Tamales
355Marsh.Sn Luis Obspo-2260-W

Tax Consultants

BOYCE J EARLE
Bank ofAmericaBldg.Sn Luis Obspo-886

HALL WILLIAM O

INCOME TAX
CONSULTANT
AUDITING

779Marsh.....Sn Luis Obspo-2114

Van Horn Otto B 612-12th.....Pso Robls-1414
Wennberg Carl G 1229 Pine.....Pso Robls-143-W

Would you like to get your share of business from customers in your neighborhood? Then why not advertise in the Classified Telephone Directory? You can call the business office of the telephone company and ask for the Directory Advertising Representative. He can help you plan an effective message.

Taxicabs

ACE CAB CO 1034 Monterey.....Sn Luis Obspo-162
CHECKER CAB 987Monterey.....Sn Luis Obspo-2
(See Advertisement Page 52)
Curlee Cabs 960 Higuera.....Sn Luis Obspo-845
(See Advertisement Page 52)
EDDIE'S TAXI 1245 Spring.....Pso Robls-780
(See Advertisement Following Page)
MISSION TAXI SERVICE
987 Monterey.Sn Luis Obspo-2
(See Advertisement Page 51)
Owl Taxi Co 974Monterey.....Sn Luis Obspo-300
(See Advertisement Page 52)
Smitty's Taxi NHwy.....Atascadero-292
(Continued on Pages 50, 51, 52 & 53)

Make the Classified Telephone Directory your buying guide—it can save you time and effort.

WHATEVER YOU WANT

whatever you need, the chances are you will find it in the

Classified Telephone Directory

DEAD STOCK

REMOVED FREE

Phone Us Long Distance

Phone SAN LUIS OBISPO **2646-W** WE PAY ALL CHARGES

OFFICE: 205 HIGH ST.

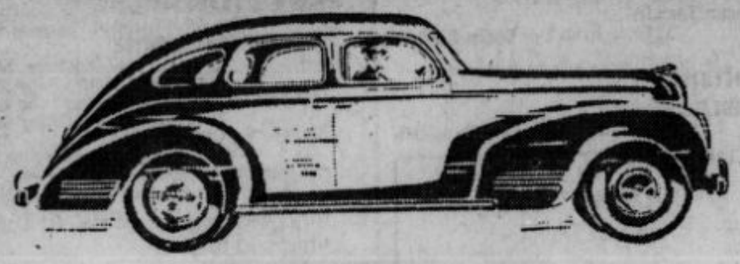
PLANT: CLARK FIELD

HIDES—TALLOW

WE SOLICIT RESTAURANT & BUTCHER TRADE

SAN LUIS TALLOW WORKS

EDDIE'S TAXI



PASO ROBLES 780

Careful Courteous Drivers—Passengers Insured

24-Hour Service—Heated Waiting Room—1245 Spring Street

Free Telephones Located at

GREYHOUND BUS DEPOT

Dukes Smoke Shop—12th St. Pip Drive-In—14th & Park St.
Shamrock Club—Pine St. R. W. B. Auto Court—32nd & Spring St.
White Spot Cafe—Spring St. Safeway Lot—14th & Park

TAXI?

SAN LUIS OBISPO

2

24-HOUR SERVICE

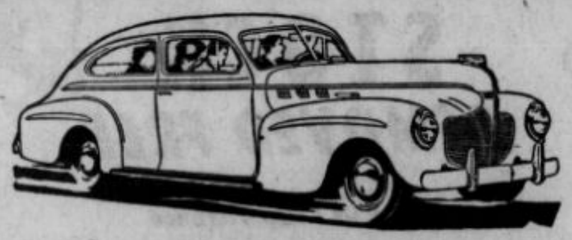
- WE MEET ALL STAGES.
- COURTEOUS SERVICE.
- DEPENDABLE CAREFUL DRIVERS.
- PASSENGERS FULLY INSURED.

MISSION TAXI SERVICE

987 Monterey St. Also Stand at Greyhound Depot

J. J. LANGDON & W. O. HALL, *Props.*

YELLOW CABS



Telephone

SAN LUIS OBISPO 100 or 10-J

SAVE YOUR TIME

Depot Stand at

1044 MONTEREY

STEVE'S

YELLOW CABS

STEVE ZEGAR, Prop.

Sedan Service

Day or Night Phone
SAN LUIS OBISPO
10-J
OR
100

REASONABLE RATES
Passengers Insured
CADILLAC CARS

We Are the Only Cab Co. in Town That Meets All Trains

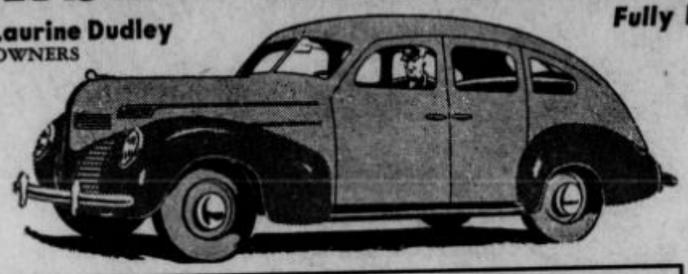
RELIABLE COURTEOUS DRIVERS

1016 MORRO ST., At Anderson Hotel, SAN LUIS OBISPO

TAXI
SUNSET CAB SERVICE

R. W. & Laurine Dudley
OWNERS

Fully Insured



TELEPHONE
PASO ROBLES 188
24-Hour Service

SAFE • COURTEOUS • PROMPT

STAND 1117 SPRING

In San Miguel Phone 33

OWL TAXI CO.

HARRY GILLIS, *Owner*

Union Drivers

OFFICE AT OWL CLUB

For Prompt Service

Phone San Luis Obispo **300**

974 Monterey

CURLEE CABS

—Phone—
SAN LUIS OBISPO
845
960 HIGUERA ST.

CHECKER CAB

"Ride and Relax with Safety"
PHONE
SAN LUIS OBISPO
2
987 Monterey

Taxicabs–(Cont'd)

STEVE'S TAXI 1016 Morro....Sn Luis Obspo-10-J
(See Advertisement Page 51)
SUNSET CAB CO 1117 Spring.....Pso Robls-188
(See Advertisement Opposite Page)
TWIN CAB TAXI SERVICE
874Monterey.Sn Luis Obspo-2808
Ward's Jack Mission Taxi
Cypress&Pomeroy.Pismo Bch-222
(See Advertisement This Page)
YELLOW CAB 1044Monterey....Sn Luis Obspo-100
(See Advertisement Page 50)

Tea Rooms–See Restaurants

Teachers–See Specific Types of Instruction

Telegraph Companies

Western Union Telegraph Co
Atascadero Hotel.Atascadero-5
Western Union Telegraph Co
1208 Spring.Pso Robls-131
Western Union Telegraph Co
979 Monterey.Sn Luis Obspo-1670

Among many things that have to be set aside for "the duration" is the building of more telephone lines, more switchboards and central office equipment for us here at home.

We need your continued co-operation. We ask that only really necessary calls be made to cities and towns busy with war work.

Your understanding . . . your teamwork . . . are deeply appreciated.

JACK WARD'S MISSION TAXI
24-Hour Service
Careful & Courteous
Passengers Fully Insured
Lunch & Waiting Room
Cor. Cypress & Pomeroy Sts.
Phone Pismo Beach 222

Buy ☆ ☆ ☆
WAR BONDS
☆ ☆ ☆ *for Victory*

Telephone Companies

PAC TELEPHONE & TELEGRAPH CO THE
Business Offices
Arroyo Grande 968 Monterey Sn Luis Obispo
Ask Operator for.....Business Office
(No charge for calls to Business Office)
Atascadero 717-14th Paso Robles
Ask Operator for.....Business Office
(No charge for calls to Business Office)
Cambria 968 Monterey Sn Luis Obispo
Ask Operator for.....Business Office
(No charge for calls to Business Office)
Cayucos 968 Monterey Sn Luis Obispo
Ask Operator for.....Business Office
(No charge for calls to Business Office)
Morro Bay 968 Monterey Sn Luis Obispo
Dial "Operator" and ask for. "Business Office"
(No charge for calls to Business Office)
Nipomo 968 Monterey Sn Luis Obispo
Ask Operator for.....Business Office
(No charge for calls to Business Office)
Paso Robles 717-14th.....Pso Robls-133
Pismo Beach 968 Monterey Sn Luis Obispo
Ask Operator for.....Business Office
(No charge for calls to Business Office)
San Luis Obispo 968Montrey.Sn Luis Obspo-2000
Santa Margarita 717-14th Paso Robles
Ask Operator for.....Business Office
(No charge for calls to Business Office)
Templeton 717-14th Paso Robles
Ask Operator for.....Business Office
(No charge for calls to Business Office)
Thompson Jane R Halcyon.....Aroyo Grnde-258-F-2

Termite Control

KYLE ROOF SERVICE
KYLE
TERMITE CONTROL
By Licensed & Experienced Operators
INSPECTION and ESTIMATES
1609 Osos.....Sn Luis Obspo-546

Theatres

Bay Theatre Main.....Morro Bay-3011
Elmo Theatre Morro.....Sn Luis Obspo-1036
Fremont Theatre Monterey.....Sn Luis Obspo-71
Grande Theatre 108 Branch.....Aroyo Grnde-106
Hi-Ho Theatre 1436 Spring.....Pso Robls-777
La Moda Theatre State Hwy.....Atascadero-143
Obispo Theatre 993 Monterey.....Sn Luis Obspo-197
T & D Jr Theatre 12th.....Pso Robls-328
Ward Theater 326 Pomeroy.....Pismo Bch-11

Tile–Ceramic, Contractors & Dealers

Faulstich J F S Broad.....Sn Luis Obspo-997

Tire Chains

See Automobile Parts & Supplies Headings

Tire Inspection Service

General Petroleum Service Station
1339 Spring.Pso Robls-123
Kustel Service Station 1204 Osos.Sn Luis Obspo-1073
Maddalena Tire Co Higuera&Osos...Sn Luis Obspo-79
TEXACO SERVICE STATION
Snta Rosa&Marsh.Sn Luis Obspo-1887

War needs the wires more every day. Use Long Distance only when it is absolutely necessary. Help clear the wires for vital war calls.

Tires–Dealers

Al's Brake Service 711 Marsh....Sn Luis Obspo-2234
AL'S RICHFIELD SERVICE STATION
316Higuera.Sn Luis Obspo-2682
Burriss Tire Co 751 Marsh.....Sn Luis Obspo-802

CHICK'S TIRE SERVICE
C. P. STODDARD, OWNER
TIRES
SALES & SERVICE
RECAPPING - REPAIRING
TIRES LOANED WHILE WE RECAP YOURS
1534 Spring.....Pso Robls-980

DAVIS B H TIRE SERVICE
Goodyear Tires
1233 Spring.....Pso Robls-77
FIRESTONE STORES
710Higuera.Sn Luis Obspo-130

FISK TIRES
TIRE SERVICE
RECAPPING
REPAIRS
When It's Time To Re-Tire Buy FISK

*Reg. U. S. Pat. Off.
"WHERE TO BUY IT"
DISTRIBUTOR
MADDALENA TIRE CO
Higuera&Osos.Sn Luis Obspo-79

GOODRICH SAFETY SILVERTOWNS—
TEXACO SERVICE STATION
Snta Rosa&Marsh.Sn Luis Obspo-1887
KIMBALL TIRE SERVICE
283Higuera.Sn Luis Obspo-758
MADDALENA TIRE CO
General-Fisk&Kelly Tires
Higuera&Osos.....Sn Luis Obspo-79
MICHELS H E 1446 Spring.....Pso Robls-176

Tires–Repairing

City Tire Shop 1185 Monterey...Sn Luis Obspo-1957
General Petroleum Service Station
Emergency Road Tire Service
1339 Spring.....Pso Robls-123

Tires–Retreading & Recapping

DAVIS B H TIRE SERVICE
1233 Spring.Pso Robls-77
KIMBALL TIRE SERVICE
283Higuera.Sn Luis Obspo-758
MADDALENA TIRE CO
Higuera&Osos.Sn Luis Obspo-79
RICHFIELD SERVICE STATION NO 759
Highway.Atascadero-119-W
STANDARD MOTOR SERVICE
990 Higuera.Sn Luis Obspo-22
WESTSIDE AUTO PARTS CO
1229 Monterey.Sn Luis Obspo-908

Title Companies

SECURITY TITLE INS & GUAR CO
1119 Chorro.Sn Luis Obspo-1015
TITLE INSURANCE AND TRUST COMPANY
777 Higuera.Sn Luis Obspo-321

Tobacco–Whsle & Mfrs

JUILLARD-COCKCROFT
230 Snta Barbara Av.Sn Luis Obspo-93

Toilet Goods

Merle Norman Cosmetics Studio
748Higuera.Sn Luis Obspo-1477

Tourists Courts–See Automobile Courts

Towel Service–See Linen Supply Service

Towing Service–Automobile

See Automobile Towing

Tractors

ALLIS-CHALMERS TRACTORS—
FARMER'S HARDWARE & EQUIP CO
581 Higuera.Sn Luis Obspo-852
LIVINGSTON E C CO
1236 Railroad.Pso Robls-534
Blackwell Jack 1134-13th.....Pso Robls-254
CASE TRACTORS—
FARMER'S HARDWARE&EQUIP CO
581Higuera.Sn Luis Obspo-852
CATERPILLAR TRACK-TYPE TRACTORS—
MOORE JOSEPH G CO 1306 Pine..Pso Robls-173
113 WChapel SntaMaria
(Toll) Call "Operator" for.....S Maria-5
Moore Joseph G Co 1306 Pine.....Pso Robls-173
Palla J Brady 1139-13th.....Pso Robls-666

Tractors–Repairing

AVILA'S TRACTOR REPAIR
TRACTOR REPAIRS
SERVICE ON ALL MAKES & TYPES
PAINTING CONTRACTOR
FOR
HOUSES AND OUTDOOR DECORATING
521Hollister.....Pismo Bch-182

THOMPSON & COLBURN
T. R. COLBURN - W. O. THOMPSON
TRACTORS REPAIRING
ALL MAKES
COMPLETE FARM MACHINERY
& EQUIPMENT REPAIRING
1134-13th.....Pso Robls-784
Nights call Res.....Pso Robls-291-R

Trailer Parks

McCalloway Trailer Court
1607 Riverside.Pso Robls-1316

Trailers–Coach

MATHEWS' TRAILER COURT
For Rent By Month-Housekeeping
274 Higuera.....Sn Luis Obspo-1392

Trucking

See also Motor Freight Companies Headings
Andrews Bros N Highway.....Atascadero-311-W
ARROYO GRANDE TRUCK CO
Franchise Carrier of Farm Produce
201 WBranch.....Aroyo Grnde-64
BAXTER J E
Produce&General Hauling
.....Aroyo Grnde-231-F-21
Bonsteel Trucking Co 242 Garden..Aroyo Grnde-206
CALIF MOTOR EXPRESS LIMITED
Cayucos.....Cayucos-4-W
Paso Robles 1138-13th.....Pso Robls-657
San Luis Obispo 390 Pacific....Sn Luis Obspo-800
Christensen's Transfer & Storage
1226 Park.Pso Robls-705
If no answer call.....Pso Robls-519
(Continued Next Page)

Trucking–(Cont'd)

COAST LINE EXPRESS
Operating over Valley and Coast and Other Certificated Common Carriers.
Rapid, Reliable Service on the Coast "From the Bay to the Border"
Also Sacramento, Stockton, Fresno and South San Joaquin Valley Points
Call Valley & Coast Transit Co. Stations
Head Office
390 Pacific.....Sn Luis Obspo-800

CORIPPO MEL H
GRAIN - SAND & CONCRETE
GRAVEL
Office, City Hall, 723-13th St.
1719 Pine.....Pso Robls-653-W
If no answer call.....Pso Robls-98

Cropper Sidney C 1935Vine.....Pso Robls-644
DENNIS TRANSFER
Local&Long Distance Moving
And General Hauling
1824Nipomo.....Sn Luis Obspo-355
GIFFORD JAS
General Hauling
2311Lawton.....Sn Luis Obspo-2802
GLASS TRANSPORTATION CO
1733 Spring.Pso Robls-258
GROWERS TRANSFER CO Dolliver...Pismo Bch-153
Nite Call.....Pismo Bch-65
Or (Toll) Call "Operator" for.....Aroyo Grnde-97

JONES CHARLES
GENERAL TRUCKING
& MOVING
LOCAL & LONG DISTANCE
1110 Olive.....Pso Robls-1332-W

Monett O J KingsAv.....Morro Bay-4701
Oliver William Orchard.....Aroyo Grnde-94
PAC FREIGHT LINES Higuera..Sn Luis Obspo-1370
Sandercock Transfer Co 737 Marsh.Sn Luis Obspo-19
SANFORD J W
Produce Hauling
220Cherry.....Aroyo Grnde-92-J
Valley & Coast Transit Co
Cayucos.....Cayucos-4-W
San Luis Obispo 390 Pacific....Sn Luis Obspo-800
Valley & Coast Transit Co 1138-13th...Pso Robls-657
Willhoit A H Hwy.....Templtn-23

Trucks–Motor

GENERAL MOTORS TRUCKS—
TUNISON BASIL A 1501 Spring....Pso Robls-14
INTERNATIONAL MOTOR TRUCKS—
BORIACK BROS GARAGE
874Monterey.Sn Luis Obspo-1469
MACK TRUCKS—
McGREGOR MOTORS CO
1255Monterey.Sn Luis Obspo-542
ROUTZAHN MOTOR CO
Repairs All Makes Trucks & Cars
636Higuera.....Sn Luis Obspo-1470

Trucks–Motor, Painting

See Automobile Painting

Buy United States War Bonds and Stamps.

Trucks–Motor, Parts

Standard Auto Parts 1085Higuera.Sn Luis Obspo-1200
Universal Auto Parts Co
969 Monterey.Sn Luis Obspo-1418

Trucks–Motor, Towing

See Automobile Towing

Trust Companies

See Banks; also Title Companies

Typewriters

HILL'S STATIONERY
UNDERWOOD TYPEWRITERS
& SUNDSTRAND AGENT
SERVICE & REPAIRS
All Makes
1127 Chorro.....Sn Luis Obspo-1403

TYPEWRITER SHOP THE
1014 Court.Sn Luis Obspo-127
(See Advertisement This Page)
WALKER R G 785Marsh.....Sn Luis Obspo-1676
(See Advertisement This Page)

Typing

See Letter & Addressing Service; also Stenographers–Public

Undertakers–See Funeral Directors

Help win the war with the money you save—buy War Bonds.

THE
TYPEWRITER SHOP
AUTHORIZED DEALER FOR
L. C. SMITH
CORONA TYPEWRITERS
UARCO REGISTERS
VICTOR ADDING MACHINES
OFFICE FURNITURE

Telephone San Luis Obispo **127**
Rebuilts - Rentals - Repairs
ALL MAKES
1014 Court San Luis Obispo

R. G. WALKER
Telephone
San Luis Obispo 1676
Authorized Sales & Service

Remington Typewriters
Remington Adding, Calculating & Bookkeeping Machines
Ribbons & Carbon
Duplicators & Supplies
Office Equipment & Supplies
TYPEWRITER
Rebuilts - Rental - Repairs
785 Marsh

OFFICIAL DISTRIBUTORS
of
U S NAVY UNIFORMS

AT PRICES ESTABLISHED BY ARMY EXCHANGE SERVICE

ALL ACCESSORIES AVAILABLE

SAILORS TAILOR MADE BLUES

A complete line of uniforms for Enlisted Men-Naval Officers
Chief Petty Officers - U S Army Nurses - Marine - Police

One of the West's Leading Uniform Houses

BROOKS
UNIFORM CO.
998 MONTEREY

Phone
San Luis Obispo
2228
If No Answer Call 643-M

A. T. B. Morro Bay 4421
MORRO BAY NAVAL BASE

Phone
Morro Bay 4421
OPEN EVENINGS

ARMY-NAVY UNIFORMS
Everything for Officers and Enlisted Men

Largest Selections

Military Boots & Shoes
Insignia & Accessories

SPORTSWEAR BOOTS-SHOES
The Best in Shirts, Jackets, Slax
Luggage and Leather Goods

Everything in Ranchwear and Cowboy Outfits

Always Shop at

Hugo's Western Shops

KING CITY
307 Broadway

SANTA MARIA
119 No. Broadway

840 Monterey St., Cor. Chorro - San Luis Obispo
Phone 620

Uniform Supply Service
See Linen Supply Service

Uniforms–Retail
BROOKS UNIFORM CO 998 Monterey. Sn Luis Obspo-2228
(See Advertisement Opposite Page)
HARBEN ARMY SUPPLY 1221 Spring. Pso Robls-452
HUGO'S WESTERN SHOPS 840 Monterey. Sn Luis Obspo-620
(See Advertisement Opposite Page)
SAM'S ARMY SUPPLY AND TAILOR SHOP 627-12th. Pso Robls-761
Store No 2 1334 Spring. . . . . Pso Robls-620
UNIFORM SUPPLY COMPANY 1316 Spring. Pso Robls-938
(See Advertisement This Page)

Unions–Labor–See Labor Organizations

Unit Heat–See Furnaces

United States Government Offices
See Alphabetical Directory Under "U S Government"

Upholsterers
FIXIT SHOP 1230 Osos. . . . . Sn Luis Obspo-2092-W
PASO ROBLES AWNING CO 707 Spring. Pso Robls-646
San Luis Sterilization&Mattress Co Buchon&High. Sn Luis Obspo-405
(See Advertisement This Page)
WHITAKER'S FURNITURE 766 Higuera. Sn Luis Obspo-1006

Upholstery Cleaners
Mastercraft Electric Store 321 Snta Barbara Av. Sn Luis Obspo-1338

UNIFORM SUPPLY CO.

MILITARY OUTFITTERS for OFFICERS and ENLISTED MEN

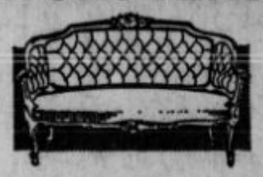
- DOUGLAS SHOES
- LUGGAGE
- GIFTS

INSIGNIAS and ACCESSORIES
1316 Spring (Hotel Taylor)
Phone PASO ROBLES *938*

★

BUY WAR BONDS FOR VICTORY

UPHOLSTERING



CUSTOM BUILT UPHOLSTERY

REPAIRING
RESTYLING
REFINISHING
FURNITURE CLEANING

Largest Line of Upholstery Samples Between San Francisco & Los Angeles

Telephone NOW FOR FREE ESTIMATE — San Luis Obispo 405

SAN LUIS STERILIZATION & MATTRESS CO.
State Wide Authorized Sterilization Plant
Buchon & High — San Luis Obispo

Variety Stores

DOKO A VARIETY STORE 812 Price..Pismo Bch-51
Marsalek's Variety 116 Branch....Aroyo Grnde-98-J

Vending Machines

CENTRAL CALIFORNIA NOVELTY CO
675 Higuera. Sn Luis Obspo-703

Venetian Blinds–Retail

AMBASSADOR VENETIANS

THE FINEST
THAT
MONEY
CAN BUY

Ambassador Venetians

"WHERE TO BUY THEM"

PASO ROBLES

Heaton R C Co 803-13th.....Pso Robls-29
Western Cabinet Works 1000Park..Pso Robls-289

Ventilating Contractors

See Contractors–Heating & Ventilating

Veterinarians

McCAPES A M 215 Hathaway Av. Sn Luis Obspo-166
Reedy J E 26th&Oak.....Pso Robls-546
Ward Victor Portola Av.....Atascadero-86

Keep the Classified Telephone Directory handy; it can save you time and effort.

GET THE HABIT

of shopping with the aid of the Yellow Pages.

They'll save you time, trouble, and money.

Veterinary Hospitals

McCAPES A M
Large & Small Animal Surgery
215 Hathaway Av.....Sn Luis Obspo-166

Wall Board

PAC COAST LUMBER CO OF CALIF
271 Higuera. Sn Luis Obspo-1420

Wall Coverings

See Specific Kinds, i.e., Wall Paper; Linoleum Headings

Wall Paper

ACME QUALITY PAINT & WALL PAPER STORE
862 Monterey. Sn Luis Obspo-1397
San Luis Wall Paper & Paint Store
685 Higuera. Sn Luis Obspo-1072-R

Warehouses–Private

Hearst Warehouses Sn Simeon.....Cambria-28-Y-5

Warehouses–Public

COAST COUNTIES WAREHOUSES
157 Higuera. Sn Luis Obspo-2678
FARMER'S ALLIANCE BUSINESS ASSOCIATION
945 Riverside Av. Pso Robls-115
Southern Pacific Milling Co
Oceano. Aroyo Grnde-68-F-2
Southern Pacific Milling Co Pine.....Pso Robls-433
Southern Pacific Milling Co.....S Margrita-4
Southern Pacific Milling Co.....Templtn-1

Washing Machines–Dealers

BENDIX AUTOMATIC HOME LAUNDRY

For proper servicing of your BENDIX AUTOMATIC HOME LAUNDRY call an authorized Bendix dealer or serviceman.

BENDIX Automatic HOME LAUNDRY

"WHERE TO GET SERVICE"

Derby's Electrical Shop 827-13th...Pso Robls-91

Washing Machines–Repairing

HICKENBOTTOM J F&SONS
777 Marsh. Sn Luis Obspo-506
(See Advertisement This Page)

For victory — buy United States War Bonds.

WASHING MACHINE REPAIR SERVICE
All Makes

All Makes of
Household Appliances Repaired
Call San Luis Obispo 506
If no answer call 1693
J. F. Hickenbottom & Sons
Maytag Sales & Service
777 Marsh St.

Watches–Repairing

BROWN CLARENCE 862 Higuera. Sn Luis Obspo-1312

Water Companies–Bottled

Arrowhead&Puritas Water Inc
Cortez. Atascadero-226-J
ARROWHEAD & PURITAS WATER INC
1028 Chorro. Sn Luis Obspo-11
(See Advertisement This Page)
CRYSTAL SPRINGS WATER CO
Yoakum Tr. Sn Luis Obspo-965
(See Advertisement This Page)

Make the Classified Telephone Directory your buying guide—it can save you time and effort.

CRYSTAL Springs WATER CO.

PURE DRINKING WATER
Tasty - Healthful
BOTTLED FRESH DAILY

Phone
SAN LUIS OBISPO
965

COOLERS LOANED

Service to:

Paso Robles
Atascadero
Pismo Beach
Lompoc
San Luis Obispo
Morro Bay
Arroyo Grande
Guadalupe
Bulleton

CRYSTAL SPRINGS WATER CO.
YOAKUM TRACT SAN LUIS OBISPO

TO BE HEARD
c-l-e-a-r-l-y
. . . please speak directly into the Telephone with your lips just clearing the mouthpiece.

ARROWHEAD
Spring Drinking
WATER and PURITAS
DISTILLED DRINKING WATER

ARROWHEAD
Every drop of this unexcelled water comes from famous Arrowhead Springs located high in the San Bernardino mountains. 100% pure natural spring water.

PURITAS
California's PUREST drinking water. Mineral-free, germ-free, impurity-free. Preferred by majority of the local medical profession in the prescribing of distilled water.

Exclusive and Patented

HYDRO-COOLER
The only cooler with an all-glass water compartment. Keeps water most sanitary and refreshing, and always cool. Available to patrons.

CARBONATED, TOO
Arrowhead Spring Drinking Water is available in carbonated form, brought to your door in quart syphons.

FOR SERVICE
PHONE
SAN LUIS OBISPO

11
ARROWHEAD & PURITAS WATERS, INC.

Water Companies–Public Utility

Atascadero Mut Water Co Pmpg Stn..Atascadero-11
Atascadero Mutual Water Co Highway.Atascadero-60
City Water Works 13th.....Pso Robls-232
El Pismo County Water District
Dolliver.Pismo Bch-133
Fay Water Co Port Sn Luis....Sn Luis Obspo-1-R-12

Water Coolers & Fountains

CRYSTAL SPRINGS WATER CO
Yoakum Tr.Sn Luis Obspo-965

Water Heaters–Dealers

Smee's Plumbing & Heating Shop
1302 Osos.Sn Luis Obspo-766

Water Softening Equipment

CLAY ERNEST L

WATER CONDITIONERS
We Install Water Conditioners in Homes - Plants - Offices - Etc.
Also For Domestic & Industrial Purposes
RiverRd Atascadero-259-M

Weed Exterminating–See Exterminating

Weighers–Public

Hitchcock A B 1221 Vine.....Pso Robls-206-R

Welding

LOVE F M
Electric & Acetylene Welding
1243 Monterey.....Sn Luis Obspo-1199
Moore Geo H State Hwy.....Atascadero-52
Parker E R Boiler Works
514 Higuera.Sn Luis Obspo-2056
San Luis Welding Works
Ward Munger
960 Nipomo.....Sn Luis Obspo-1098
Wood H A
Portable Equipment
1207-13th .....Pso Robls-99-M

Wheel Aligning & Repairing

See Automobile Wheel, Axle & Frame Repairing

Whist Clubs–See Clubs

Wicker Furniture–See Furniture Headings

Windows–Wood

See Millwork; also Building Materials

Wines–Retail

BLACK & WHITE LIQUOR STORE
835-13th.Pso Robls-611
EL CAMINO LIQUOR STORE
960 Monterey.Sn Luis Obspo-1821
Frank's Liquor Store 1019Chorro.Sn Luis Obspo-1022
Osos Liquor Store 1601 Osos.....Sn Luis Obspo-42
Pergola Liquor Store 978 Morro...Sn Luis Obspo-755
Waldorf Cafe 975 Osos.....Sn Luis Obspo-1002

Wines–Whsle

PETRI WINES–
FORTINI LOUIS C SHighway..Pso Robls-19-F-11

Sauers Wholesale Co
228 SntaBarbaraAv.Sn Luis Obspo-1248

Women's Wearing Apparel–Retail

ANITA FROCKS 758Higuera....Sn Luis Obspo-2794
Chambers Dress Shop 1214 Park.....Pso Robls-74
CHRISTINE'S 787Higuera.....Sn Luis Obspo-504
DOKO A VARIETY STORE 812 Price..Pismo Bch-51
Harding Dorotha M Dress Shop
636Price.Pismo Bch-324
Kipper's 853 Higuera.....Sn Luis Obspo-207

LACTERMAN'S

Where You Will Find Nationally Advertised
COATS - SUITS - DRESSES
FURS & ACCESSORIES
POPULAR PRICES
"Where Fit Is Always Guaranteed"
728Higuera .....Sn Luis Obspo-1285

Motz Style Shop
Margaret McNeil-Prop
856Higuera .....Sn Luis Obspo-1054
Rag Doll Shop SecurityBankBldg..Sn Luis Obspo-2240
Ru-Mae Shoppe
Mary Hammack Smith-Prop
1123 Chorro.....Sn Luis Obspo-1718
Smith Leonore M 126Branch.....Aroyo Grnde-9
Vogue The 1233 Park.....Pso Robls-70

Wood

Elisarraraas T Encino.....S Margrita-5-W
Webster Jack Grand.....Aroyo Grnde-261-F-2

Wrecking–Automobile

See Automobile Wreckers

Yarn–Retail

Singer Sewing Machine Distributor
Expert Knitting Instruction
718 Higuera.....Sn Luis Obspo-449

Yeast

Standard Brands Inc 1910 Ruth..Sn Luis Obspo-2223

Zenith Radionic Hearing Aid

Look on "H" pages under "Hearing Aids"

A Directory Advertising Representative will be glad to help you prepare a Classified Directory advertisement that should be most profitable. You can reach him by calling the business office of the telephone company.

"Give to the SEVEN TO TEN SERVICE MEN"

NIGHT-TIME is about the best time a service man has to call home.

That's a good point to remember when you feel the urge to make a Long Distance call between 7 and 10 P.M.

If it isn't important, we hope you won't make it. Let the men in service have first call on the wires.

CALIFORNIA TELEPHONE DIRECTORIES

WHITE PAGES

LOCALITY: San Luis Obispo County (except San Luis Obispo City), Adelaida, Arroyo Grande, Atascadero, Avila, Avila Wharf, Cambria, Camp Roberts, Camp San Luis Obispo, Cayucos, Circle M Ranch No.2, Hacienda, Morro Bay, Nipomo, Oceano, Pacific Valley, Parkfield, Paso Robles, Pismo Beach, Salmon Creek, San Miguel, San Simeon, Santa Margarita, Shandon, Shell Beach,Templeton, U.S. Lighthouse Station, Willow Springs Maintenance Camp

YEAR: February 1945

ALPHABETICAL TELEPHONE DIRECTORY

FOR CITIES, TOWNS AND COMMUNITIES IN SAN LUIS OBISPO COUNTY (Except San Luis Obispo City)

Please see page 3 of the Introductory Section for a complete list of the cities, towns, communities and toll stations included in this directory.

FEBRUARY 1945

ADELAIDA

(For Subscribers see Paso Robles)

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J. E. Gooding, Manager

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J. E. Gooding, Manager

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Telephone Calls, mail payments and correspondence

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(No charge for calls to Business Office)
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AVILA

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CAMP SAN LUIS OBISPO

(For Subscribers see San Luis Obispo)

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J. E. Gooding, Manager

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J. E. Gooding, Manager

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Baker Sallie W Mrs r 7th....4251
Barfield J J Lt Col r Kern....3043
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Bell H H r Morro....2350
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Williams Jack r E&6th 3401
Wolff J A r Fresno 2448
Woods M E Mrs r 420 N Market 2168

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Hacker T G r Mesa Rd 14-M
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OCEANO

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U. S. Forest Service, Agent — Call Long Distance

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Bear Valley Ranch Valley Rd 2-F-2
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Womens Civic Club 247 Stimson Av....83-J

SALMON CREEK

U. S. Forest Service, Agents — Call Long Distance

SAN MIGUEL

San Miguel Interurban Tel. Co.

Adams George W....38-J-13
Almond Acres War Housing Development....76
Andrews Marketing Corp....20-W
Arebalo John Rural....4-F-23
B & L Beauty Shop....40
Belza Katherine Mrs....8-R-12
Blechen Geo r Sn Marcus Rd....4-F-12
Bonneheim & Hardy....4-F-32
Bonnifield Myrtle Mrs....14-F-11
Borchert Ed r Hog Canon....24-F-12
Bressler Electric & Plumbing Shop....34-W
Bridge Don....25-F-32
Brough E M....9
Buena Vista Motor Lodge....4-F-33
Burden Chas r Indian Vly Rd....14-F-12
Burden Lydia Mrs....14-F-4
Burden Wesley....14-F-41
Burns H B....58
Cadet Cabs....21
Camp Roberts News Agency....13
Cardiff & Hamilton....32-J-5
Cardiff Robert r....15-F-5
Carpenter Frank....38-J-21
Casa Blanca Hotel....60
Cash & Carry Cleaners....82
Claassen Ben r Wellsona....4-F-3
Clemons L J r....38-J-4
Comes F M Lt....10-J-11
Curtis I T r Indian Vly Rd....14-F-3
Dalby Henry r Ranchita Rd....3-F-1
Dallaire Omer A r....6
Davis Don Lt r....25-F-11
Davis Lela....15-F-4
Davis Silas r Mission Trailer Pk....75-W
Deputy Sheriff's Office....85
Dittemore Harry r....29-R-3
Dodd Elmer Rural....3-F-13
Eckstein Leo B r....32-J-11
Eddy Arthur B r....35-R
Eddy's Market....35-W
Elkhorn Buffet....12
Farnell R J r Estrella Rd....25-F-4
Ferris W M Indian Vly Rd....14-F-21
Firanzi Paul C r....14-F-24
Franken H E Chaplain....25-F-5
Freeman Babe r....24-F-1
Freeman R D....24-F-42
Gale L C Mrs....1-R-21
Granite Construction Co....65
Graybill E M....10-J-4
Haire R L....80
Heer C C r Estrella Rd....25-F-13
Hi-Ho Bar-B-Que....1-R-5
Hoffman Ben....4-F-31
Holtzclaw John M r....4-F-21
Hotel Bressler....41
Housing Authority of San Luis Obispo County
3201 Pine Paso Robles
Call "Long Distance" for....Paso Robles-749
Almond Acres....76
Mission Village....75-W
Parkfield Road....75-R
Hunter E C NHiway....4-F-1
Huston Ray....15-F-12
Indian Valley Hog Co....38-J-22
J R Ranches
Camp 5 Ranchita Rd....3-F-11
Camp 6 Bern Rd....25-F-14
Jensen Al r....11-F-3
Jenson Chas r Ranchita Rd....3-F-24
Jenson Enock....32-J-12
Johnson Bert A Lt....68-R
Justice of the Peace....62
Kahl Service Station....37
Kalar C S r....1-R-11
Kelch Ohmer E....11-F-1
Kelch Ohmer E....11-F-5
Kenny Earl L Rural....25-F-4
Kleck E E Dick....25-F-33
Larsen L r....23-R
Livingston J B r....36
Livingston J B Ranch r....38-J-14
Machado Allie r....32-J-4
Mann R W Bob r....15-F-11
Martin Gus....4-F-41
Marzorini J Mrs r Wellsona....4-F-4
May Howard....1-R-3
McDaniel R T Maj....10-J-1
McDonald Bros r Bern....25-F-21
McGowan Margaret S....62
Merrill Court....8-R-5
Mills A r....25-F-24
Mission Coffee Shop....66
Mission Drug Store....49
Mission Village Trailer Park....75-W
Mohawk Petroleum Corp....38-J-5
Montgomery C L ranch r Indian Vly Rd....14-F-31
Moore Belle Mrs....32-J-3
Moore James A Lt....79-J
Negley H E r....17-J-12
Newman Andrew....11-F-4
Nierling R D Maj....74
Oasis Auto Court....4-F-11
Pac Gas & Elec Co....26
Palmer C L Rev....28
Palmer Hull....45
Park Garage....23-W
Parker Geo r....29-R-12
Parkfield Road Trailer Homes....75-R
Quenzer Fred r Estrella Rd....25-F-31
Railway Express Agency Inc....22
Rawlings Otha Capt....79-W
Red Cross Nurse....63
Register Jessie Mrs....4-F-14
Reichert Fred Rev....32-J-13
Riggs Bert....14-F-32
Rose W N Indian Vly Rd....14-F-13
Rougeot Clarence r Indian Vly....14-F-5
Rougeot Ray....14-F-1
S P Co Depot....5
S P Freight Office....5
S P Milling Co....18
San Miguel Cafe....30
San Miguel Flouring Mill Co....7
San Miguel Grammar School....19
San Miguel Liquor Store....50
San Miguel Methodist Com Church....28
San Miguel Mission....71
San Miguel Oil Co....20-W
Scott Daisy Mrs....15-F-3
Shady Oaks N Highway....4-F-5
Shannon E F....17-J-5
Shuey Ernest r....11-F-12
Sinclair Daniel r....25-F-12
Sinclair Ed....15-F-1
Sinclair Phil r Hog Canon Rd....24-F-5
Sinclair Tom Rural....25-F-22
Sinclair Wm Jr r....17-J-1
Smith Paul L r Estrella Rd....25-F-3
Solomon Seymour J Capt....68-W
Stephan George E exetv dir Housing Authority of San Luis Obispo County 3201 Pine Paso Robles
Call "Long Distance" for....Paso Robles-749
Stewart A Leroy....3-F-3
Stewart Don....3-F-14
Stewart Herman r....38-J-3
Stewart Ruth Mrs....3-F-3
Sunset Cab Co....33
Ted's Cocktail Lounge....53
The Canteen....45
Thompson B Frank....13
Thorndyke Mervin....10-J-3
Thralls & Co genl mdse....16
Tidrow Jno r....38-J-14
Tom & Blanche Tavern....44
Topper J R Lt....69
Tuley J T r Hog Canon Rd....24-F-14
Tuley Ord....24-F-22
Tutin F W r....70
Twisselmann Henry r....29-R-1
Twisselmann Herbert r....38-J-12
Union Oil Service Station....33
United Service Organization....61
Von Dollen Geo r Ranchita Rd....3-F-33
Von Dollen Henry r Ranchita Rd....3-F-23
Von Dollen Johnnie r Hog Canon Rd....24-F-33

Von Dollen Max r Hog Canon Rd....24-F-23
Vyeda Wilma....55
Walker Allen J....1-R-12
Walling Ross....14-F-22
Weir F W r Estrella Rd....25-F-1
White Jim....1-R-1
Wickstrom E r....29-R-11
Wieland F W....32-J-1
Williams Maudie E....77
Wilmar W A r....38-J-11
Wolf A H r Vineyard Rd....11-F-11
Woods Lee R Lt Col....83
Work Robert R....24-F-3

SAN SIMEON

(For Subscribers see Cambria)

SANTA MARGARITA

J. E. Gooding, Manager

BUSINESS TRANSACTIONS WITH TELEPHONE CO.

Telephone Calls, mail payments and correspondence

The Pac Telephone & Telegraph Co....717-14th St
Paso Robles
Ask Operator for....Business Office
(No charge for calls to Business Office)

Payments in person and personal visits

The Pac Telephone & Telegraph Co....Highway
Santa Margarita

Andrews John P r....34-F-14
Arnold Claude r Chiminaes Ranch....31-F-15
Avenales Cattle Co....31-F-6
Ballou Herman G r....27-J
Beamer Charles Capt r ParkHillRd....34-F-21
Brown Howard Santa Margarita Ranch....25
Butchers I A r El Dorado Rd....31-F-13
California State of
Division of Highways
Maintenance Foreman Pozo....33-F-3
Cammatti Ranch....31-F-3
Cavanagh Fred r....31-F-4
Costa J M r....23
Cowell Land & Cattle Co....31-F-21
Dixson Ralph O r....31-F-31
Doty Lorenzo r Park Hill Rd....34-F-12
Drake's Place....20
Dunn Albert P r Park Hill Rd....34-F-22
Elisarraraas T wood Encino....5-W
Estrada John r....54-R
Evans C H r Pozo....31-F-34
Farrington Wayne Capt r I....6-R
Firfires M N r....34-F-23
Fotheringham F E Mrs r....9-J
Gardner's Garage State Hwy....29
Goodwin Donald r....31-F-32
Goodwin J F r Pozo....31-F-12
Gould Orval r Park Hill Rd....34-F-5
Grayson Owen Company....31-F-23
Greens Auto Court....18-J
Griffin R G r....55
Guest Richard Snta Margarita Inn Highway....42-W
Harrington Jack E r Margarita&I....24
Hughes W D Mrs r GardenFarms....2-J-4
Joughin Andrew R r....31-F-22
Keffury Abe r Pinal&I....28-J
Klaucke Chas E r....34-F-32
Kriedel Edward T r Park Hill Rd....34-F-3
Lannon Emery H r....52-W
Law Jason r....53
Lewis Walter r....31-F-11
Lindbergh Paul r Park Hill Rd....34-F-2
Lopez Edgar r....9-W
Mallett William justice of peace....54-J
Margarita Mercantile Co....30
McKean Alvin S Lt r I....6-W
McNeil J W r Pozo....31-F-24
Merker Russell r ParkHill....34-F-11
Millen Florence r....6-J
Miller David W r....52-J
Mountain Inn Autel Cuesta Grade....2-Y-2
Nielsen L J Dr r....34-F-13
Nisbet H S r....2-J-5
Oasis Cafe&Hotel....1
Pac Telephone & Telegraph Co The
Business Office 717-14th Paso Robles
Ask Operator for....Business Office
(No charge for calls to Business Office)
See Introductory Section for Service Calls and Other Important Matters
Pennington's Grocery Highway....22
Reed Clifford r....11
Rhyne Edw J r....28-R
Santa Margarita Grammar School....8
Santa Margarita Inn Highway....42-W
Santa Margarita Ranch....25
Santy P C Rev r....49
Saxe A O r....9-M
Schafer Albert A r NPortal....2-Y-12
Sinton & Brown Santa Margarita Ranch....25
Sinton Silas D r....31-F-5
Southern Pacific Co....16
Southern Pacific Milling Co office....4
Star Garage Highway....3
Thornquist Geron r....6-M
Todd Leonard r Jay&Murray....9-R
Union Oil Co of Calif
Northern Division Pipelines
Snta Margarita Pump Station....2-J-3
U S Government
Forest Service
Cerro Alto Guard Station....35-F-3
Cerro Alto Lookout....35-F-2
Morro Creek Fire Suppression Camp....35-F-4
Pozo Guard Station....32-F-2
War Dept-U S Army
Cuesta Tunnel Booster Stn....44
Salinas Dam Salinas River Dam....46
Williams O M r ParkHillRd....34-F-15
Winters Francis E r GardenFarms....2-J-13

SHANDON

(For Subscribers see Paso Robles)

SHELL BEACH

(For Subscribers see Pismo Beach)

TEMPLETON

J. E. Gooding, Manager

BUSINESS TRANSACTIONS WITH TELEPHONE CO.

Telephone Calls, mail payments and correspondence

The Pac Telephone & Telegraph Co....717-14th St
Paso Robles
Ask Operator for....Business Office
(No charge for calls to Business Office)

Payments in person and personal visits

The Pac Telephone & Telegraph Co...Highway Templeton

Amer Legion Post No 220....36
Barrett Ruth C r....39-J
Bennett T Mrs r....30-W
Bernstein I A Lt r....38-R
Bethel Roy P r....3-F-15
Borkey Paul r....39-M
Branch Harold r....3-F-14
Brooks Truman r....4-F-34
Cape G A r....5-M
Carratt C G r 5th....32
Crum Philip H r....3
Dan & Angie Cafe....8
Deliaganna Albert r....4-F-42
Eddy J W r Main....5-R
Freeman Emil r....4-F-15
Fruits Drexel G r....11-W
Gallardo Joe r....9-F-13
Gates M F r....25-J
Gilfillan Josephine K r....5-J
Gillis P M r....12

Gouff Mitchell E warehse 101 Hwy....13
Grover Ralph r....3-F-3
Hamilton Ross r....4-F-11
Harris Oliver r....4-F-44
Hewitt H hardware....17
Horstman A R r....9-F-3
Horstman A R Mrs r....15-W
Hove Ed garage....6-W
Hove Henry r 4th....15-M
Hove's Texaco Service Highway....24
Jepson J r....3-F-23
Jermin Betty r....40-M
Juhl Chris r....9-F-12
Keeling Victor r....28
Koch H E Rev r....35
Larsen Louisa Mrs r....34-J
Ledbetter Jack r....22
Lehnhoff Ernest r....9-F-4
Luther Sophia B Mrs r....4-F-21
Luther W H r....4-F-24
Mandella Casper J r....3-F-13
Marquart Nicholas A r....4-F-22
Martin James W Mrs r....3-F-4
Martin Mabel R r....29-W
Maurie & Mary....18
Mercer Roy r....9-F-5
Morse F T r....9-F-2
Pac Telephone & Telegraph Co The
Business Office 717-14th Paso Robles
Ask Operator for....Business Office
(No charge for calls to Business Office)
See Introductory Section for Service Calls and Other Important Matters
Pemberton Don r 1st&Paso Robles....37-J
Petersen R D r....10-F-3
Petersen's General Merchandise....7
Phillips Emory I r....15-R
Price J L Capt r....40-J
Rancho Santa Rita....4-F-12
Rossi V A Jr r....10-F-2
Schultz David D r....3-F-2
Seaside Oil Company office....4
Sharp Norma r....27
Southern Pacific Milling Co office....1
Stockdale Claude A r....34-W
Stockdale Donald r....25-W
Templeton Auto Court Highway....33
Templeton Beauty Shop Highway....19-W
Templeton Feed Store Highway....14-J
Templeton Grammar School....16-W
Templeton Union High School....16-J
Thompson Frank W 101 Hwy....14-W
Tillman Edward J r....4-F-4
Vosti Joseph r....4-F-13
Walker Joseph r....4-F-14
Wessel Pauline I r....5-W
Willhoit A H truckng Highway....23
Williams Henry P r Highway....11-J
York Silas A r....4-F-2
York W G r....4-F-3

U. S. LIGHTHOUSE STATION

(For Subscribers see Cambria)

WILLOW SPRINGS MAINTENANCE CAMP

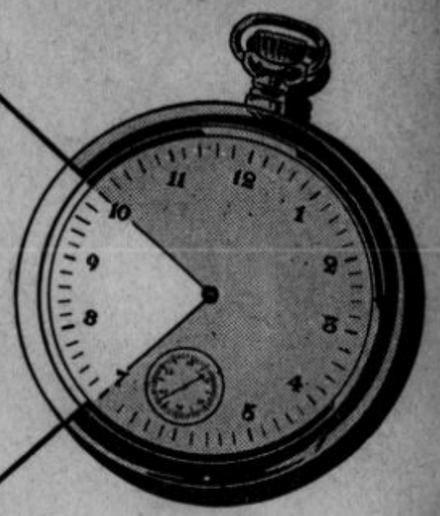
Calif. Div. of Highways, Agent — Call Long Distance

FOUR *Thoughtful* ITEMS OF TELEPHONE PROCEDURE

1. Please answer promptly.
2. Please be on the line when the party you want answers.
3. Please speak distinctly and slowly, with the lips just clearing the transmitter.
4. Please replace the receiver gently when through talking.

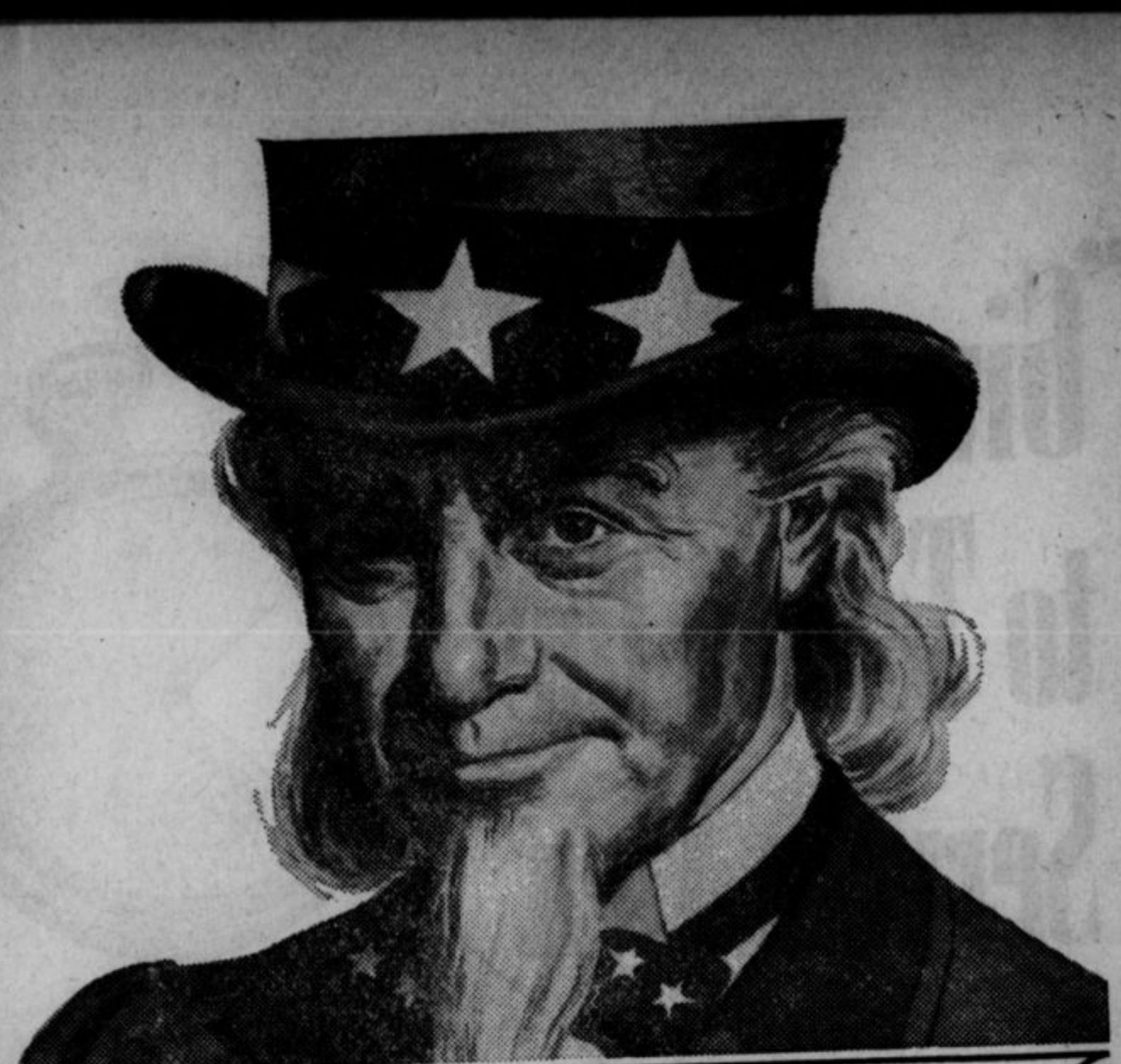
THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY

"Give Seven to Ten to the Service Men"



They're busy during the day. A few hours each night are about the only time they have to telephone. Wouldn't seem right if a casual call of yours held up a soldier's call back home.

Best way to avoid that is to play safe and not place any Long Distance call between 7 and 10 P.M. unless it is really urgent. Tonight and every night "give seven to ten to the service men."



BUY BONDS

The money you put into War Bonds and Stamps is an investment in patriotism and in thrift...and brings the hour of Victory closer.

WAR CALLS COME FIRST

▶ Long Distance telephone lines are crowded these days with war calls. These calls are urgent. We know you want them to have the right-of-way. Ordinarily we'd meet such a rush of calls by building new lines. But, with materials gone to war, that's impossible now. That's why we're asking your cooperation to speed the calls of war.

HERE'S HOW YOU CAN HELP

▶ Leave the wires clear for war traffic by making only vital long distance calls to the War Busy centers.

Your cooperation and your understanding are helping us to do our part to bring Victory closer.

Some Rates to Out-of-Town Points

NIGHT AND SUNDAY RATES APPLY FROM 6 P. M. TO 4:30 A. M. AND ALL DAY SUNDAY

RATES ARE FOR 3 MINUTES (on Station-To-Station Calls of 25 Cents or Less, 5 Minutes)

Federal Tax is not included in the Rates

From ATASCADERO to:	Station-to-Station		Person-to-Person	
	WEEK-DAYS	NIGHTS AND SUNDAY	WEEK-DAYS	NIGHTS AND SUNDAY
Arroyo Grande, Calif.	$ .25	$ .25	$ .30	$ .30
Bakersfield, Calif.	.60	.35	.75	.60
Bradley, Calif.	.25	.25	.30	.30
Cambria, Calif.	.25	.25	.30	.30
Cayucos, Calif.	.15	.15	.20	.20
Fresno, Calif.	.65	.35	.80	.60
Hanford, Calif.	.60	.35	.75	.60
Hollister, Calif.	.70	.35	.85	.65
King City, Calif.	.45	.35	.55	.50
Lompoc, Calif.	.45	.35	.55	.50
Los Alamos, Calif.	.45	.35	.55	.50
Los Angeles, Calif.	.90	.50	1.15	.75
Merced, Calif.	.80	.45	1.00	.70
Modesto, Calif.	.85	.45	1.05	.70
Monterey, Calif.	.70	.35	.85	.65
Morro Bay, Calif.	.15	.15	.20	.20
Nipomo, Calif.	.30	.30	.40	.40
Oakland, Calif.	.95	.55	1.25	.85
Oxnard, Calif.	.80	.45	1.00	.70
Palo Alto, Calif.	.90	.50	1.15	.75
Pasadena, Calif.	.95	.55	1.25	.85
Paso Robles, Calif.	.10	.10	.15	.15
Pismo Beach, Calif.	.25	.25	.30	.30
Porterville, Calif.	.70	.35	.85	.65
Sacramento, Calif.	1.05	.65	1.40	1.00
Salinas, Calif.	.65	.35	.80	.60
San Diego, Calif.	1.20	.75	1.60	1.15
San Francisco, Calif.	1.00	.60	1.35	.95
San Jose, Calif.	.85	.45	1.05	.70
San Luis Obispo, Calif.	.15	.15	.20	.20
San Mateo, Calif.	.95	.55	1.25	.85
Santa Barbara, Calif.	.65	.35	.80	.60
Santa Cruz, Calif.	.80	.45	1.00	.70
Santa Margarita, Calif.	.10	.10	.15	.15
Santa Maria, Calif.	.30	.30	.40	.40
Santa Rosa, Calif.	1.10	.70	1.45	1.05
Santa Ynez, Calif.	.50	.35	.60	.55
Selma, Calif.	.60	.35	.75	.60
Stockton, Calif.	.95	.55	1.25	.85
Templeton, Calif.	.05	.05	Not Quoted	
Ventura, Calif.	.75	.40	.90	.65
Visalia, Calif.	.65	.35	.80	.60
Watsonville, Calif.	.75	.40	.90	.65

From ARROYO GRANDE to:	Station-to-Station		Person-to-Person	
	WEEK-DAYS	NIGHTS AND SUNDAY	WEEK-DAYS	NIGHTS AND SUNDAY
Atascadero, Calif.	$ .25	$ .25	$ .30	$ .30
Bakersfield, Calif.	.65	.35	.80	.60
Bradley, Calif.	.40	.35	.50	.50
Cambria, Calif.	.35	.35	.45	.45
Cayucos, Calif.	.25	.25	.30	.30
Fresno, Calif.	.75	.40	.90	.65
Hanford, Calif.	.65	.35	.80	.60
Hollister, Calif.	.80	.45	1.00	.70
King City, Calif.	.55	.35	.65	.55
Lompoc, Calif.	.30	.30	.40	.40
Los Alamos, Calif.	.25	.25	.30	.30
Los Angeles, Calif.	.90	.50	1.15	.75
Merced, Calif.	.85	.45	1.05	.70
Modesto, Calif.	.90	.50	1.15	.75
Monterey, Calif.	.75	.40	.90	.65
Morro Bay, Calif.	.20	.20	.25	.25
Nipomo, Calif.	.10	.10	.15	.15
Oakland, Calif.	1.00	.60	1.35	.95
Oxnard, Calif.	.70	.35	.85	.65
Palo Alto, Calif.	.95	.55	1.25	.85
Pasadena, Calif.	.90	.50	1.15	.75
Paso Robles, Calif.	.30	.30	.40	.40
Pismo Beach, Calif.	.05	.05	Not Quoted	
Porterville, Calif.	.75	.40	.90	.65
Sacramento, Calif.	1.10	.70	1.45	1.05
Salinas, Calif.	.75	.40	.90	.65
San Diego, Calif.	1.15	.75	1.55	1.15
San Francisco, Calif.	1.00	.60	1.35	.95
San Jose, Calif.	.90	.50	1.15	.75
San Luis Obispo, Calif.	.10	.10	.15	.15
San Mateo, Calif.	1.00	.60	1.35	.95
Santa Barbara, Calif.	.55	.35	.65	.55
Santa Cruz, Calif.	.85	.45	1.05	.70
Santa Margarita, Calif.	.15	.15	.20	.20
Santa Maria, Calif.	.15	.15	.20	.20
Santa Rosa, Calif.	1.15	.75	1.55	1.15
Santa Ynez, Calif.	.35	.35	.45	.45
Selma, Calif.	.70	.35	.85	.65
Stockton, Calif.	1.00	.60	1.35	.95
Templeton, Calif.	.25	.25	.30	.30
Ventura, Calif.	.65	.35	.80	.60
Visalia, Calif.	.75	.40	.90	.65
Watsonville, Calif.	.85	.45	1.05	.70

See also Inside Front Cover for rates from SAN LUIS OBISPO and PASO ROBLES.

THE PACIFIC TELEPHONE & TELEGRAPH CO.
BELL SYSTEM
AMERICAN TELEPHONE & TELEGRAPH CO.

CALIFORNIA TELEPHONE DIRECTORIES

WHITE PAGES

LOCALITY: San Luis Obispo

YEAR: February 1946

SAN LUIS OBISPO COUNTY

TELEPHONE DIRECTORY

FEBRUARY 1946

THE PACIFIC TELEPHONE and TELEGRAPH COMPANY

SEE INTRODUCTORY SECTION FOR EMERGENCY CALLS, AND OTHER IMPORTANT MATTERS

LONG DISTANCE REMINDERS

● When you avoid making an unnecessary Long Distance call between 7 and 10 at night, you help speed service for some service man trying to call home.

● When an extra heavy load on some circuits makes the Long Distance Operator ask you to "Please limit your call to 5 minutes"—and you cheerfully comply—you help share the wires with others.

BOTH SUGGESTIONS MEAN BETTER SERVICE FOR EVERYONE

Some Rates to Out-of-Town Points

NIGHT AND SUNDAY RATES APPLY FROM 6 P. M. TO 4:30 A. M. AND ALL DAY SUNDAY

RATES ARE FOR 3 MINUTES (on Station-To-Station Calls of 25 Cents or Less, 5 Minutes)

Federal Tax is not included in the Rates

From SAN LUIS OBISPO to:	Station-to-Station		Person-to-Person	
	WEEK-DAYS	NIGHTS AND SUNDAY	WEEK-DAYS	NIGHTS AND SUNDAY
Arroyo Grande, Calif.	$ .10	$ .10	$ .15	$ .15
Atascadero, Calif.	.15	.15	.20	.20
Bakersfield, Calif.	.65	.35	.80	.60
Bradley, Calif.	.35	.35	.45	.45
Cambria, Calif.	.25	.25	.30	.30
Cayucos, Calif.	.20	.20	.25	.25
Fresno, Calif.	.70	.35	.85	.65
Hanford, Calif.	.65	.35	.80	.60
Hollister, Calif.	.75	.40	.90	.65
King City, Calif.	.50	.35	.60	.55
Los Alamos, Calif.	.35	.35	.45	.45
Los Angeles, Calif.	.90	.50	1.15	.75
Merced, Calif.	.85	.45	1.05	.70
Modesto, Calif.	.90	.50	1.15	.75
Monterey, Calif.	.75	.40	.90	.65
Morro Bay, Calif.	.10	.10	.15	.15
Mountain View, Calif.	.90	.50	1.15	.75
Nipomo, Calif.	.20	.20	.25	.25
Oakland, Calif.	1.00	.60	1.35	.95
Oxnard, Calif.	.75	.40	.90	.65
Palo Alto, Calif.	.95	.55	1.25	.85
Pasadena, Calif.	.90	.50	1.15	.75
Paso Robles, Calif.	.20	.20	.25	.25
Pismo Beach, Calif.	.10	.10	.15	.15
Porterville, Calif.	.75	.40	.90	.65
Sacramento, Calif.	1.10	.70	1.45	1.05
Salinas, Calif.	.70	.35	.85	.65
San Diego, Calif.	1.20	.75	1.60	1.15
San Francisco, Calif.	1.00	.60	1.35	.95
San Jose, Calif.	.90	.50	1.15	.75
San Mateo, Calif.	.95	.55	1.25	.85
Santa Barbara, Calif.	.60	.35	.75	.60
Santa Cruz, Calif.	.85	.45	1.05	.70
Santa Margarita, Calif.	.10	.10	.15	.15
Santa Maria, Calif.	.25	.25	.30	.30
Santa Rosa, Calif.	1.15	.75	1.55	1.15
Santa Ynez, Calif.	.40	.35	.50	.50
Selma, Calif.	.70	.35	.85	.65
Stockton, Calif.	.95	.55	1.25	.85
Templeton, Calif.	.20	.20	.25	.25
Ventura, Calif.	.70	.35	.85	.65
Visalia, Calif.	.70	.35	.85	.65
Watsonville, Calif.	.80	.45	1.00	.70

From PASO ROBLES to:	Station-to-Station		Person-to-Person	
	WEEK-DAYS	NIGHTS AND SUNDAY	WEEK-DAYS	NIGHTS AND SUNDAY
Arroyo Grande, Calif.	$ .30	$ .30	$ .40	$ .40
Atascadero, Calif.	.10	.10	.15	.15
Bakersfield, Calif.	.65	.35	.80	.60
Bradley, Calif.	.15	.15	.20	.20
Cambria, Calif.	.20	.20	.25	.25
Cayucos, Calif.	.15	.15	.20	.20
Fresno, Calif.	.60	.35	.75	.60
Hanford, Calif.	.55	.35	.65	.55
Hollister, Calif.	.65	.35	.80	.60
King City, Calif.	.35	.35	.45	.45
Los Alamos, Calif.	.50	.35	.60	.55
Los Angeles, Calif.	.95	.55	1.25	.85
Merced, Calif.	.75	.40	.90	.65
Modesto, Calif.	.80	.45	1.00	.70
Monterey, Calif.	.65	.35	.80	.60
Morro Bay, Calif.	.20	.20	.25	.25
Mountain View, Calif.	.85	.45	1.05	.70
Nipomo, Calif.	.40	.35	.50	.50
Oakland, Calif.	.95	.55	1.25	.85
Oxnard, Calif.	.85	.45	1.05	.70
Palo Alto, Calif.	.85	.45	1.05	.70
Pasadena, Calif.	.95	.55	1.25	.85
Pismo Beach, Calif.	.30	.30	.40	.40
Porterville, Calif.	.65	.35	.80	.60
Sacramento, Calif.	1.05	.65	1.40	1.00
Salinas, Calif.	.60	.35	.75	.60
San Diego, Calif.	1.20	.75	1.60	1.15
San Francisco, Calif.	.95	.55	1.25	.85
San Jose, Calif.	.80	.45	1.00	.70
San Luis Obispo, Calif.	.20	.20	.25	.25
San Mateo, Calif.	.90	.50	1.15	.75
Santa Barbara, Calif.	.70	.35	.85	.65
Santa Cruz, Calif.	.75	.40	.90	.65
Santa Margarita, Calif.	.15	.15	.20	.20
Santa Maria, Calif.	.40	.35	.50	.50
Santa Rosa, Calif.	1.05	.65	1.40	1.00
Santa Ynez, Calif.	.55	.35	.65	.55
Selma, Calif.	.60	.35	.75	.60
Stockton, Calif.	.90	.50	1.15	.75
Templeton, Calif.	.05	.05	Not Quoted	
Ventura, Calif.	.80	.45	1.00	.70
Visalia, Calif.	.60	.35	.75	.60
Watsonville, Calif.	.70	.35	.85	.65

See also Inside Back Cover for rates from ATASCADERO and ARROYO GRANDE.

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San Luis Obispo County Telephone Directory

FEBRUARY 1946 ISSUE

Copyright, 1946, by The Pacific Telephone and Telegraph Company

Listings of subscribers in the Cities, Towns and Communities shown on page 3 are included in this directory.

EMERGENCY CALLS

Call or Dial the listed number of the emergency service desired.

For your convenience, spaces are provided below for you to write in the Emergency numbers of your community.

FIRE CALL_____ **POLICE CALL**_____ **AMBULANCE CALL**_____

OR . . . Call or Dial Operator and say **"I WANT TO REPORT A FIRE"** / **"I WANT THE POLICE"** / **"I WANT AN AMBULANCE"**

Give the ADDRESS where the emergency exists and the NAME of the CITY OR TOWN, and an attempt will be made to connect you with the required number.

FEDERAL BUREAU OF INVESTIGATION For the Telephone Number or Address Call "Information"

SERVICE AND OUT-OF-TOWN CALLS

	From NON-DIAL Telephones ASK FOR	From DIAL Telephones DIAL
INFORMATION (For numbers not in this directory)	"Information"	Operator and ask for "Information"
REPAIR SERVICE (To report a telephone out of order)	"Repair Service"	Operator and ask for "Repair Service"
ASSISTANCE ON CALLS	"Supervisor"	Operator
BUSINESS TRANSACTIONS (Orders for Telephone Service, Payments, etc.)	"Business Office"	Operator and ask for "Business Office"
CALLS TO OUT-OF-TOWN POINTS	"Long Distance"	Operator
TIME OF DAY (The charge for "Time of Day" is the same as the charge at your regular rate for any other local call.)	"Time"	Operator and ask for "Time"

PERSONAL TELEPHONE LIST

NAME	TELEPHONE NUMBER

When exchanging for a New Directory, PLEASE TEAR OUT THIS PAGE, verify the numbers and transcribe to New Directory.

DIALING

LOCAL CALLS

1. Obtain the correct number from the latest issue of the telephone directory. If the listing is not found, please call "INFORMATION".
2. Do not dial out-of-town numbers.
3. Listen for the dial tone.
4. Dial the digits of the number from left to right.
5. Remove finger and let the dial return freely after each digit is dialed.
6. If a mistake in dialing has been made, replace the receiver and dial the numbers again.
7. If, while dialing, another party has come on the line, replace the receiver for a moment and dial the number again; otherwise a wrong number may result. If, before you start to dial, you hear the dialing of another party, announce the interruption, replace the receiver and make your call later.

PUBLIC TELEPHONES

Instructions are posted on or near telephone instruments. Please report any service difficulties or coin collection error to the operator. A charge will not be made on calls which are not completed.

TONES AND SIGNALS

DIAL TONE—A continuous hum, the signal to start dialing.

RINGING SIGNAL—A "burring" tone repeated at regular intervals.

BUSY SIGNAL—A steady "buzz-buzz" tone.

TO CALL ANOTHER TELEPHONE ON YOUR PARTY LINE

To ascertain the telephone number of a party on your line call or dial "REPAIR SERVICE".

MORRO BAY—To call another party on the same line, dial the code "9", followed by the last digit of your number and then the last digit of the called number and replace the receiver. Your telephone bell will ring. When ringing stops begin conversation. If no answer is received after a reasonable period, stop the ringing by momentarily lifting the receiver.

DIRECTORY FACTS

COPIES OF THIS DIRECTORY

Use of an out-of-date directory interferes with good telephone service, as each new issue contains many changes in numbers and listings.

Simply as a matter of good service, the Telephone Company retains ownership of telephone directories.

ERRORS

Every effort is made to make the directory as accurate as possible.

The Company, however, assumes no liability for damages arising from errors or omissions in the making up or printing of its directories.

DIRECTORIES OF OTHER CITIES

Telephone directories of other cities may be consulted at our Business Office.

If you desire any copies, they may be obtained at an additional service charge by arrangement with the Business Office.

OTHER MATTERS

IDENTIFICATION OF EMPLOYEES

Employees of the Company are supplied with identification cards. If you doubt the right of a person to represent himself as an employee of this Company, please call the Business Office.

RATES

Rates and practices included in this directory are based upon those in effect at the time this directory was closed for printing and are subject to such changes as may be made from time to time.

ATTACHMENTS TO TELEPHONES

In the interest of good service, please do not use any devices on telephone equipment except those furnished by the Company. The devices claimed by agents to eliminate noise, to destroy germs, etc., are usually detrimental and interfere with good service.

OUT-OF-TOWN CALLS

STATION-TO-STATION CALLS

—When you will talk with anyone who answers at an individual line or party-line telephone or private switchboard.

Station-To-Station Calls are placed by calling Long Distance or dialing Operator and telling the operator who answers the city or town you want, the out-of-town telephone number, if you have it, or the name and address under which it is listed.

PERSON-TO-PERSON CALLS

—When you want to reach a particular person, or a particular extension telephone or department connected through a private switchboard.

Person-To-Person Calls are placed by calling Long Distance or dialing Operator and telling the operator who answers the city or town, the out-of-town telephone number, if you have it, or the name and address under which it is listed, and the name of the person, the extension telephone number or department you want.

COLLECT CALLS

Upon request, the charges on calls to most points within the Continental United States, and to Alaska, Canada, Cuba, Hawaii, and Puerto Rico, may be collected at the called station.

COMMUNITIES INCLUDED IN THIS DIRECTORY

Adelaida
Arroyo Grande
Atascadero
Avila
Avila Wharf
Cambria
Camp Roberts
Camp San Luis Obispo
Cayucos
Circle M Ranch No. 2
Hacienda
Morro Bay
Nipomo
Oceano
Pacific Valley
Parkfield
Paso Robles
Pismo Beach
Port San Luis Wharf
Salmon Creek
San Luis Obispo
San Miguel
San Simeon
Santa Margarita
Shandon
Shell Beach
Templeton
U. S. Lighthouse Station
Willow Springs Maintenance Camp

PERSONAL TELEPHONE LIST

NAME	TELEPHONE NUMBER

When exchanging for a New Directory, PLEASE TEAR OUT THIS PAGE, verify the numbers and transcribe to New Directory.

SAN LUIS OBISPO
ALPHABETICAL TELEPHONE DIRECTORY

FEBRUARY 1946

J. E. Gooding, Manager

A

Abad Ted r 176 Brook....2609-J
Abbott Laura r 1110Buchon....748-W
Abel John W r 2524 Broad....2048
Abel K J r 375 Chorro....1758
Abell Alma r 529 Sandercock....1266-W
Acme Quality Paint & Wall Paper Store
862 Monterey..1397
Adams Francis L r 882Mission....1767
Adams H B r 567 Mitchell Dr....2397-J
Adams Harold r 274Buchon....1557-W
Adams Helen 964Chorro....2992
Adams L L Westside Auto Parts Co 1229 Monterey..908
Adams Lloyd E r 970 Snta Rosa....1689-W
Adams Oil Division
Southern California Petro Corporation PismoRoad..417
Adams Thos E r 1320 Nipomo....1040-W
Adams Thornton G r 1133 Palm....2097
Adams W E r 1202Buchon....925-M
Adkins Avis r 1117½Marsh....1838-J
Adler Chas J r Broad&IslayRd....1572-M
Adler Frank r 1721 Johnson....586-W
Adler Sam J r 1317Palm....172
Adler Wholesale Co 1301 Carmel....260
Agar Wm r AdrianceCourt....2871-J
Agricultural Conservation Assn 1530Monterey....1378
Albert A r 1536Morro....432
Albert Harry Jr r 311 Grand....1018-M
Alberti A r Los Osos Rd....12-F-21
Alberti Estee r Osos Rd....22-F-3
Alberti Plinio J r Edna Rd....13-F-3
Albrecht A G r Hays....1739-J
Alderman Eva J r 1050 Pismo....695-J
Alderman W E r Foothill Blvd....107-W
Aldis John Dr r EdnaRd....2355-R
Aldrich Eleanor r 1351Mill....1862-W
Alexander Margaret r 1140 Upham....238-R
Allen Carl S r 480Leff....2424-R
Allen Geo L r 856 Upham....1017
Allen Glen r 1711 Broad....642
Allen J H r 1604Monterey....1300-R
Allen Mitchell W Shadow Arts Studio 1026Chorro....431
Residence 710 Ida....1842-W
Allen Starlin r 525Caudill....1554-J
Allison R H r 567 Marsh....1167-W
Allison Valaire r 1352Pismo....2376-W
Al's Brake Service 1175Monterey....2234
If no answer call....2206
Alviso M T Mrs r 2009 Broad....1027-W
Amapola Club 861Palm....1975
American News Company 783 Marsh....2199
American Builders WickendenBldg....1066-W
Amer Refrigerating Co 241Pismo....428
Ames Donald r 1000 South....2230-M
Anders Max K r 691Henderson....330-R
Anders Radio Engineering 777Marsh....330-W
Anderson A J r 1519 Toro....1346-J
Anderson Barber Shop 953 Monterey....1216
Anderson Carmel Mrs r 1792 Conejo Dr....1695-W
Anderson E J r 1028 Islay....571-M
Anderson Ernest r 1640Higuera....662-W
Anderson F G r 1345 Broad....247-R
Anderson Geo W r Bianchi....2869-W
Anderson Gus r Murray Av....474-J
Anderson H B r 1438 Nipomo....142-W
Anderson Harry D r 546 Mitchell Dr....746-J
Anderson Hotel Monterey....902
Anderson Hotel Beauty Salon 963Monterey....964
Anderson Howard R r Crandall Wy....2519-W
Anderson J L r 532 Dana....1375
Anderson J M r 2302 SBroad....1645-W
Anderson J Q Mrs r Edna Rd....6-F-3
Anderson John A r 1641Garden....2460
Anderson Lester L r 880Pacific....1873-R
Anderson Lucy r 76 Grand Av....1622-R
Anderson M Mrs r 1429Nipomo....2558
Anderson M E r 447 Pismo....169-W
Anderson Mary Lois r 1167 Islay....856
Anderson R K r 1060 Church....137-J
Anderson Robert E r 2056 Chorro....2803-M
Anderson Walter Mrs r 781 Ida....678
Andrade Joseph G r....1-R-4
Andre Geo L r 1654Hillcrest....309
Andre J J r 415 Dana....306-M
Andre Joseph r 862 Islay....467-J
Andrews Don r 1833 Loomis....1227-R
Andrews E L r 1239Mill....1612-M
Andrews Geo H r 1930 Monterey....366-W
Andrews Hotel 901 Osos....317
Dining Room 901 Osos....317
Andrez Edw M r 1340-2d....1220-J
Angelini James r 970 Mill....500-M
Angeloni P J r 547Marsh....1167-J
Anholm Chris r 486 Lincoln Av....224-W
Anholm Einar r 265Chorro....2399-W
Anholm Geo r 235 Chorro....538-W
Anita Frocks 758 Higuera....2794
Annabelle Smoke Shop 190Higuera....1927
Anziani Ceaser r 1003 Buchon....296-R
Aquilana Marci r FrenchRd....2374-R
Arbini Frank r 926 Branch....2081
Arcaina Cery r 834 Palm....2412
Archer Hugh J r 1421 Osos....451-W
Arizona Cafe 562Higuera....1184
Arledge Carter Capt r 1042Pacific....2939-W
Armstrong C L r 575 Islay....529-J
Armstrong J W r 1215½ Peach....2226-J
Armstrong James r 1906 Chorro....2893-W
Armstrong Jessie Mrs r 835Branch....1546-W
Arnold H R r 1469 Lizzie....1808-J
Arnold Marvin E r 728Mission....2588-J
Arnot Elizabeth r 1363 Mill....1829-R
Arnson Ethel r 1426 SBroad....952-W
Arrowhead & Puritas Water Inc 1028 Chorro....11
Arsenio J T Kemm Fred I 1026Chorro....729
Residence 1042Foothill....1559-J
Ashbaugh Chas V r 124 Stenner....2736
Asmussen D r 1076 Pacific....1204-J
Associated Oil Co distr sta Orcutt Rd....727-W
Associated Oil Serv Stn Marsh&Higuera....1972
Associated Oil Service Sta 1108 Monterey....1497
Aston Photo Shop 733 Higuera....251
Atha W F r 1147Leff....2532
Atkinson Bailey r 1483 Mill....2585-J
Atkinson E H Farmer's Automobile Inter-Insurance
Exchange 1009 Higuera..697
Atkinson E H r 1924 Hope....1014
Atkinson Glenn M r 1026Chorro....2854
Atkinson Milo Rev r 1059Leff....471-W
Attwood Philip B r 954 Murray Av....2459-M
Aunker B H r 762 Toro....2925-R
Austin Lawrence Mrs r 1592Higuera....234
Austin Lenore Mrs r Morro....2877-W
Austin Merl r 453 NBroad....1053-W
Austin's Confectionery 868 Monterey....86
Auto Club of So Calif 1134 Monterey....1480
Auto Electric&Brake Service 751Marsh....171-W
Averill L E r MontereyHeights....1448-J
Avila Grocery Avila....8-J-1
Avila M F r 1443 Osos....862-J
Avila Manuel Jr r PriceCanyon....15-J-2

Awalt Albert r 1083 George....963-W
Awalt Rosalie r 680Leff....2451-J
Awalt Thos H r 234 NBroad....527
Awalt W H Mrs r 1218 Nipomo....447-W
Azevedo John J r 301 N Broad....2173

B

B & H Drug Store 899 Higuera....530
Babb J E r 389 SntaBarbara....2694-J
Babcock Kathryn Mrs r 219 Price....408-R
Babcock W P r 662Kentucky....2077-R
Babitz Milton r 504 Hathway....1281-J
Bachino D J r 1845 Morro....441
Bachino P r 669 Palm....1562
Bachino & Stockird Ins 740 Higuera....393
Bailar John C r 130 Hutton....1025-M
Bailey Annie L Miss r 1060 Mill....2191-W
Bakeman Melvin G r 277Pismo....536
Baker G Wesley r 680Brizzolara....1117-R
Baker Mabel Mrs r 1515 Snta Rosa....140-J
Baker Pearl E r 638Leff....2560
Baker&Roberts
Store No 1 839Marsh....21
Store No 2 Pacific&Higuera....2466
Baker&Roberts whsle poltry EdnaRd....1632
Bakke Max A York-Davis&Bakke House Movers
1907Chorro....807-W
Baldaff Leone r 1000 South....2467-W
Baldridge Clara r 858 Center....224-M
Baldwin Greta G Mrs r 566Ellen....2561-M
Baldwin Mark D r 1025 Leff....2423
Ball David r 1316-1st....2168-J
Ball Lillian Mrs r 1428Beach....2084-R
Ball Rollin r 205 N Broad....935-J
Ballard Helen Miss r 1343-1st....1231-M
Ballesteros M J r 166 Chorro....1529-M
Bank of America National Trust & Savings Association
Higuera..146
Banks' Radiator & Battery Repair Shop 1011 Toro..2184
Banks W N r 381Pismo....1558-W
Barba Henry r 2038 Chorro....2730-W
Barcellos F J r 1253 Peach....192-R
Barcia M r Avila....9-R-1
Bard Lewis C r 757Upham....1703-J
Bardin J A r 278 Snta Rosa....1291-M
Bardin Maude E r 540 N Broad....1149-J
Barley L A r 842Rougeot....2746-J
Barlogio Charles r 1443 Murray Av....732-J
Barlogio James r 486 Marsh....864-W
Barlow Irvin L r 663Pacific....141
Barlow Joel L r 663Pacific....141
Barlow Shirley r 863Palm....775-W
Barnard Josephine G Mrs r 1550 Higuera....1697-R
Barneberg Grace r 550 Dana....427-W
Barner H Earle Mrs r 1245Peach....2099-W
Barnet William A r 1224Buchon....2174
Barraza Severino r 760Morro....459-R
Barre A H r Irish Hills....2-F-21
Barre August r 1276Bond....1150-R
Barre E F r Los Osos Rd....1164-J
Barrett J E r 2350 Johnson Av....1499-J
Barrett Victor G r 237 High....2494-R
Barrios J W r 2490 Lawton....1888-M
Barrios Joe r 776 Palm....2636-J
Barrios Louis r 1015 Olive....1296
Bartholomew J r 1440Marsh....941-M
Bartle Luz R r 1080Grove....287
Bartlett G E r 2470 Lawton....2531-R
Bartlett Mabel Wallace Mrs r 1145 Buchon....1327-J
Bassetti Teresina r 795 Lincoln....599-J
Bassi Amelia M r 998Mill....1247-W
Bassi Louis r PismoRd....10-J-13
Bassi Margaret E r 1446 Nipomo....952-J
Batchelor Dorothy P r 1610Carmel....2825-R
Bately Dorothy r 1141Pacific....2649-J
Bateman Alynette r 530GrandAv....1882
Batty Robt F r 2415Lawton....1468-W
Bauer Herbert Dr r 1606 Johnson....572
Baumann Ben S r 1123 Pismo....1196
Baumrucker D R r 143Ward....1035-J
Bavena R A r 360Chorro....1841-J
Bay's Liquor Store 728Marsh....1539
Bay's Market Marsh....2180
Bazin John Optical Supply Co TowerBldg....2140
Beaute Art Salon 1121 Chorro....324
Beaver Mildred r 1341 Osos....1233-J
Beck Carl G r 611 Park....1077-M
Beck Geo P r 520 Higuera....307-W
Beck Kenneth S L O County of Surveyor&Engineer
Court House..788
Residence 1352 Higuera....292
Beck Neis r 1865Monterey....2393
Becker H D feed California Blvd....587
Residence California Blvd....587
Beckmer R D r BaywoodPark....15-F-13
Beckwith Geo I r 231Beebee....2522
Bee Hive Restaurant 887 Monterey....283
Beecham R H r Osos Rd....242-M
Beechwood Aut-O-Tel 74 Higuera....911
Beeler W A r Foothill Blvd....1211-J
Beffa Ida r 1134 Olive....933-M
Begley Bernard F Maj r 236GrandAv....1119-J
Bekins Van & Storage Co Agency 737 Marsh....19
If no answer call....820
Bell Charles r 1645Hillcrest....2017-W
Bell Cornelia Kemper 1304 Pacific....1652
Bell Glenn F r 1426Palm....1538-W
Bell Monument Co 1426Palm....1538-W
Bello Garage & Machine Shop 1234 Broad....116
Bello H J Moderne The 685Higuera....826
If no answer call....279
Residence 1635Hillcrest....279
Bello J N Mrs r 679 Monterey....1280-J
Bello J V r 857 Branch....1075-J
Bello Louis D r 758 Center....1651-M
Belloni O J r 1504 Snta Rosa....1395
Belloni's Grocery 1638 Osos....463
Bello's Auto&Home Supply 886Monterey....12
Bender Margaret H W Mrs r 466 Dana....413-J
Benedict Alice Mrs r 663 Woodbridge....2239-W
Benner George r 1900 Fixlini....1289-J
Bennett Agnes Mrs r 1312 SntaRosa....1668-W
Bennett E S r 655Church....2418-W
Bennett Frances N Highway....2881
Bennett J V r 1822Fixlini....2991-J
Bennett R E r 654 Osos....2858-J
Bennion Lyman L r 1010 Peach....1160-R
Benny's Cafe 1057Monterey....2922
Beno's Army&Navy Store 840Monterey....620
Berg D M Capt r 1628Chorro....2840-W
Bergk Anita J Mrs r 2030½Chorro....410
Bergquist Walter r 853Church....2779-W
Berkemeyer Charles r 891 Mill....1087
Berkemeyer J B r 865Morro....795
Berkemeyer Joseph B r 1350 Marsh....?
Berkemeyer Market 1021 Chorro....8
Berman M H r 867Mission....1626
Bernard Grace R r 1026 George....2523-W
Bernard T W r 1325Breck....2706
Bernard's Cigar Store 1814 Osos....1318-W
Berrington Z W Maj r 79 Benton Wy....612
Berry Edward r 1614 Snta Rosa....1662-J
Berryman P C Jr r Johnson Av....2545-W
Berta Regina r 1034 Mill....874
Berta's 860 Monterey....745
Bertolazzi Dina r 540 Buchon....411-J
Bessette Edwin H r 1153 Islay....1786
Best Edw W r 1954 Chorro....1826-J
Bettencourt A J r 520 Marsh....284-J
Bettencourt Antone John r Edna Rd....1765
Bettencourt B r 1814Morro....2314
Bettencourt Geo George's Station SHwy....2398
Bettencourt Mary Mrs r 607 Woodbridge Av....2771-W
Bettencourt Richard J r 183 Stenner....764-W
Better Plumbing Co 1126 Chorro....1383
Bettiga Elizabeth r 1450 Haskin....1764-W
Beze Victor W r 1314Essex....2832-W
Biaggini Guido r 902 Rachel....2613
Bianchi Rosalie G r Bianchi Ln....611-W
Bianchini Bob r Ferrini Rd....440-M
Biddle Geo C r 1544 Palm....1390
Biddle P r 559 Pismo....375-W
Biggs Cora L Mrs r 1051 Buchon....1134-M
Billie's Toy & Baby Shop 856 Monterey....2628-W
Bill's Used Cars 1234Broad....116
Binder A J r 88Kentucky....2615-W
Binns P V r 1245 Ella....2024-W
Bird Edwin M r 468Leff....1083-J
Bird Mary r 1020 Peach....1108-J

Bird R L r 1407 Nipomo....119-J
Birra Hilda r 776 Mill....1478-M
Birra O W r Foothill Blvd....1865
Bishop H L r 1836 Garden....2172
Bishop Helen R Mrs r 1305Palm....148-R
Bittick A r 1902 Chorro....381-W
Bittinger Eugene J r 190 Stenner....2390-J
Bjurman Paul T r 209Rincon....2233-J
Black Claire A r 1020Leff....1899-W
Black Douglas Jr r 1357-2d....2133-M
Black E W r 690 Islay....838
Black W E r 1901Murray....2161-W
Blackburn Howard C r 2105 Broad....2608
Blackstone Hotel 844 Monterey....840
Blaine R H r 439MitchellDr....746-R
Blair J J r 1201Leff....1856-W
Blair Leatha Mrs r 1633 SantaRosa....983-R
Blair Roy S r 2605Broad....2559-M
Blake Beatrice r 237Beebee....1177
Blaness Gladys J r 1335 Broad....2329-W
Blasingame Fay r 2136Broad....2489-R
Block Emmett H r 1334Chorro....111-W
Blodgett Charles O r 529 Hathway....2064-J
Blodgett Harry E r Rincon Dr&Foothill Blvd....2761
Blomquist Louis r 1516 Mill....446-W
Blu M r MontereyHeights....2336-R
Blue Bell Coffee Shop 978Monterey....1930
Blue Bell Motel SHwy....2660
Blythe Clark R r 278Lincoln....2529-W
Bob's Auto Court 652Morro....2932
Bode Henry r 519 High....1457-R
Bode Wm T Mrs r 1219Palm....384-M
Boerman Leona Mrs r Morro....13-R-12
Boling D H r 618 Sandercock....1574-M
Bollinger Louella M r 1411 Marsh....1031-R
Bolton A C r 860Buchon....2232
Bolton Henry C insurance 1013 Chorro....1875
Bond Carl J r 865 Morro....2734
Bond J F r 1725 Broad....524
Bond L J r 756 Snta Rosa....204-R
Bonetti Ben r 645Branch....910-J
Bonetti Ellis r 1613Garden....2322-W
Bonetti F r Pismo Rd....3-F-12
Bonetti M r 1414 Snta Rosa....862-W
Bonetti&Rice travl serv 987 Osos....418
Bonifas Isaac Mrs r 790 SntaRosa....2925-J
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Gorham H A r 1220 Frederick....1447-J
Gossett A O State Div of Forestry Morro Rd....513
Residence Morro Rd....1843
Gottfried Joseph B r 1433 Higuera....386
Grace Tabernacle Osos&Pismo....976
Gracia Frank r Foothill Blvd....585-R
Gracia John r 374 Broad....1466-W
Graff L B Mrs r California....1320-W
Graham J J r 500Hathway....2261
Graham Patricia r 120 Story....2551-R
Gramespacher Ernest r 112 N Broad....1585
Granada Hotel 1128 Morro....232
Gratton Florence Beauty Shop 1037 Chorro....875
Graulich Loraine r 734 Pacific....813-J
Graves C E r 898Mission....2813
Graves Emma L Mrs r 1166 Pismo....1013-W
Graves L S r 1167 Marsh....1752-W
Gray&Curlee Cabs 960Higuera....845
Gray Geneva Mrs r 1068Pacific....540-M
Gray Jack R r 580Pacific....1047
Gray John E r 586Pacific....2661-W
Green Abram B r 1118 Palm....658
Green Bros clothing 871 Monterey....724
Green Bus Service 692 Marsh....1173
Green Chester r 259½High....949-R
Green H E r 1256 Higuera....1154-J
Green Harry D r 129 Story....1127-J
Green J A r 436Pismo....893-W
Green J L r 650Graves....2307-M
Green Joe Mrs r 1042 Palm....938
Green Kenneth J r 356 Snta Rosa....539-M
Green M r 1122 Monterey....503-J
Green Margaret Mrs r 1173 Marsh....2648
Greenall Edw r 1852Fixlini....472-W
Greenelsh J A Tri-County Novelty Co 675Higuera....703

Greenelsh J A r 1306-1st....2934
Greenelsh Vern r 1045 Leff....983-W
Greenelsh Wm C r 132Harris....591-R
Greenfield Harvey W r 1427 Broad....2478-J
Greenleaf T A r 1239 Chorro....180
Greenwell Mary H r 225 Beebee....217-R
Gregory Phillip E r 608Hathway....2077-W
Greiler Jos r 394 SantaRosa....2971-W
Greyhound Bus Depot Pac Greyhound Lines 1009Monterey..24
Gribbin T G r 1120Mill....481-J
Griffin D J Mrs r 1824Nipomo....2739-J
Griffin Lawrence r 1060 Pacific....540-W
Griffis David A Mrs r 1120 Walnut....1389
Grimes C R r 380Buchon....1583-W
Grove E G r 867 Leff....2607-W
Grubbs Harold J r 1209Peach....2359
Grundell Herbert C atty Court House....1683
Residence Sn Miguel Av....509
Guarantee Building-Loan Assn 1127 Garden....362
Guenther E K r 265 NBroad....2263
Guenther Wm r 639Leff....529-R
Guerra Edwin A r 391 Chorro....1555-M
Guidetti Lawrence r Edna Rd....3-J-11
Gularte John r 481 Buchon....1621-R
Gularte M V r Osos Rd....20-F-2
Gunter A E Rev r 1744 Garden....2335-W
Gus & Gus cinrs 1030 Morro....1956
Gushing A W r 463Marsh....1593
Gustafson Oscar r 236 Grand Av....1622-J

H

Haag Walter r 750Leff....1777-W
Hacker Lillian Mrs r 472 N Broad....2472-J
Haden K E r 1189Buchon....312-M
Hagen Horace Hagen Treadwell&Sherman 1215Chorro....1782
Residence 1766 Corralitos....1773
If no answer call....2043
If no answer call....1062
Hagen R C r 1177Buchon....608-J
Hagen Treadwell&Sherman phy&surg 1215Chorro....1782
Hagus Mae Mrs r 1116 Pismo....2604-M
Hale Madeline J r MorroRd....285
Haley B r 297 Chorro....613-W
Haley George r 1134 Palm....363-J
Hall Edna R r 1185 Pismo....674-J
Hall Ilda r 1067 Buchon....1439
Hall Louise Mrs r 242Rincon....2233-M
Hall Richard L r 235Price....1719-W
Hall Sign Service 1348Monterey....2583
Hall William O tax consltnt 779 Marsh....2114
Hall Wm O r 1436Essex....578-W
Halpin M C Mrs r 116 Chorro....286
Halter Lloyd r 611High....1650-R
Halter Lloyd Wilson Lt r 1521Beach....1971-W
Hamilton Bruce r Yoakum Tr....1620-W
Hamilton J Clair r 1627 SntaRosa....768-W
Hamilton J E Singer Knit&Art Shop 718Higuera....49
Hamilton J E r Ferrini Rd....2472-R
Hamlin G H r 297 SantaRosa....1264-J
Hamlin R P Calif State of Div of Highways Equip Dept 50 Higuera..844
Hamlin Robert P r 936 Murray....1723-W
Hammett T A r 1363Marsh....1422-W
Hampl Jos C r 519Brizzolara....2672-R
Hampton Bertha M Miss r 1341 Osos....2760
Hampton Front r Chorro Rd....1168-W
Hampton Geo V r 633Palm....2277-J
Hampton Wade Mrs r 1168Peach....1673-J
Hanan D R r Johnson....90-W
Hand Anna M Mrs r 1312½ Broad....574-J
Handy Velma r 205Beebee....2291-J
Hankerson R R r 1737 Chorro....1410-R
Hanlon H W r 158Chorro....1226-R
Hanrahan I J r 743Pacific....548-W
Hanrahan Mary E r 1336Chorro....1876-W
Hanrahan T J Jr Mrs r 1193 Pismo....567
Hansch Wm r 841High....971-R
Hansen Alice R Mrs r 248 Hathway Av....628-J
Hansen Anna r 676Monterey....1012-J
Hansen Carrie Miss r 1628 Mill....812-J
Hansen Earl E r 369 Chorro....1841-W
Hansen Gladys Mrs r 1117Palm....869-M
Hansen Grant r 519 Sandercock....591-J
Hansen Gus body&fendr wrks 1331 Walker....195
Hansen John r 887 Islay....693-W
Hansen Mat r 1203 Buchon....768-J
Hansen Meta Mrs r 1329 Broad....720-J
Hansen Nina r Fremont Ct....347-W
Hansen P F r 2473 Lawton....2667-W
Hansen R M PT&TCo 781 Marsh....2360
Residence 479 Chorro....2848
Hansen Robt J r 1141Pacific....1553-W
Hansen Vareen r 1341 Osos....2518-J
Hansen Vera Mrs r 1126Mill....2226-W
Hansen Vernon r Morro....13-J-3
Hanson Carl T r 1620Higuera....1796-J
Hanson Cora r 1130Walnut....2937-R
Hanson Evelyn H r 654 Buchon....1613
Hanson O H r 526Kentucky....258-W
Harbor Inn Avila....8-J-2
Hardie D R r 586Henderson....541-R
Hardin George r 907 Sandercock....1333-W
Hardison E Mrs r 981Buchon....1828-W
Harmon Clyde Mrs r 1215½Buchon....772-W
Harmon G E Mrs r 1011½ Islay....2049
Harmony Valley Creamery Association 991 Nipomo..1700
Harp Hazel Ruby r 972Buchon....1945-W
Harrington Bros leathr gds 1009Chorro....152-W
Harrington C J r 642 Emily....1287
Harrington Edw F r 1530Beach....2204-W
Harrington Frank r Osos Rd....12-F-2
Harrington Hallie r 283Chorro....594
Harrington J F r 1204 Marsh....476-J
Harrington J L r AdrianceCourt....2175-R
Harris E B r 886Lincoln....2408
Harris Earl E r 1267 Murray Av....374
Harris Eula r 273 Chorro....2857-R
Harris Frances K Mrs r 868 Islay....2821-W
Harris Richard F atty Court House....1683
Harris Richard F r Conejo....1696
Harrison Janice E r 225 Beebee....217-R
Harrison L H r 719 High....934-W
Hart A r 1335Morro....83-M
Hart Alan S r 2106Monterey....1716
Hart Frederick J Rev Presbyterian Church 981 Marsh..1437
Hart Frederick J Rev r 915 Murray....598-W
Hart W N r 1628 Monterey....1769-R
Harter C P r 887Nipomo....306-R
Hartley Jos R r 767 Monterey....125
Hartzell Wm C r 1684Fairview....987-J
Hartzell Wm C Mrs r 1545Carmel....1901
Haskins Harry E r 1508 Mill....790-J
Hass Robt W r 677Marsh....548-R
Hathaway Edwin L r 580 Islay....535-W
Hathaway Jack D r 1528Morro....1159-J
Hathaway W J r 1253 Pismo....762-W
Hathway Anita M r 533Hathway....2567-W
Hathway Cam r Edna....2355-W
Hathway Murray C sheriff Court House....2850
Hathway Murray C r 1428 Peach....1734
Hawkins Bernard S r 864 Venable....1704-J
Hawkins W R r 1716 Osos....2358-W
Hawks Roy r 1520Higuera....1796-W
Hayes John r 687 Islay....2309-R
Haynie C D r 468 Islay....1971-J
Hazeltine H W r 879Essex....1274-W
Health Department 1009Morro....2982
Heaton Charlotte Mrs r 1512 Morro....1102-W
Hebrard Alvin r Edna Rd....2449-W
Hecker Fred W r 1278-2d....2121
Hedges Henry V r Fremont....619
Hedrick J D r 1535 Nipomo....1669-M
Heidorn R r 1417 Marsh....290-J
Heidorn R E r 673 Buchon....686-M
Heilig Geo J r 864Monterey....1311-W
Heim Harry 781Marsh....1144
Heisel Hans r 1353Pacific....882-W
Hemen Jack r 220 Beebee....556-R
Hemstreet Harris r 537Brizzolara....306-W
Hemstreet John P Dennis Transfer 1824Nipomo....355
Henderson Alva E r 874Pismo....1815-M
Henderson Elizabeth r 2590 Story....1518-W
Henderson L W r Los Osos Rd....2436-J
Hendrix D L Jr r 736Pacific....458-W
Hendrix Hoyt r 933 Branch....2294-W
Henry Geo B r 954Toro....728

Henry Wayne r 687 Islay....2526
Hensey G E r 951Murray....2732-J
Herbert J W r 1690 Sn Luis Dr....2536-J
Herman Albert G r 1134 Mill....706-M
Hermann W A Lt r 1626 Osos....815-J
Herrera Baldo r 1565 Peach....905-W
Herrera Manuel Y r 1360 Monterey....420-W
Herrera Refugio Miss r 1166 Palm....1231-J
Hershberger W P r Cuesta Grade....12-R-1
Hewitt E S r 101Hwy....10-R-12
Hewitt Elsie r 288 Chorro....2034-R
Heyd L R r 614Monterey....1605-W
Heydenfeldt I O r 1710 Sn Luis Dr....727-R
Hickenbottom J Earle r 1461 Palm....2448
Hickenbottom J F Home Applnc Co 745Higuera....609
Hickenbottom J F r 1035 Buchon....1693
Hickerson R G r 2011 Chorro....2797
Highway Patrol California 307 Higuera....218
If no answer call....1663
Higuera Henry r W High....429-W
Hildenbrand Amelia Mrs r 504Hathway....1281-J
Hildenbrand Anna Mrs r 1343Marsh....2590-W
Hildenbrand M A r 552 Leff....1425-M
Hildenbrand Myrtle r 1413 Osos....1225-M
Hill B J r 331 Pismo....2411-J
Hill Clara O r 871 Islay....646-W
Hill Dorothy M r 870Mill....2728-J
Hill Earl J r 1269Peach....1727
Hill Francis M r 662 Osos....1486
Hill J C sporting gds 1037 Chorro....466
Hill Jennie E Mrs r 1445 Broad....460
Hill L L r 230 Hathway Av....1455
Hillard Gene r 902Peach....1226-M
Hillis Candy Creamery 785Higuera....483
Hillis Leslie r 279Branch....1479-J
Hillman Jack r 274Chorro....2628-R
Hill's Homemade Tamales 355Marsh....2260-W
Hill's Offset Printing Co 1131 Chorro....1727
Hill's Stationery 1127 Chorro....1403
Hiltel Theodore r 959 Murray Av....281-W
Hines W D r 1150Peach....1250-W
Hiniker Ernest F r 2420Broad....332
Hinkle C W r 191Beebee....1094-R
Hinote Wm B Camera Shop 1036Chorro....1748
Hinshelwood Geoffrey C Rev r Pismo&Nipomo....1864
Hirschler H W r 2647Chandler....1254-R
Hischier T A r 670 Woodbridge....2239-J
Hitch Howard r 1174 Ella....395-W
Hobbs E E r 275½High....2825-J
Hochstetler Andrew r 1624 SntaRosa....122-R
Hochstetler D A r Osos Rd....1163-R
Hoddinott Helen F r 1157 Leff....1132
Hodge W S r Railroad Av....406-R
Hodges Union Oil Service 283Higuera....1961
Hodgin George M r 1228 Stafford....715-M
Hodgson D N r 1151 Montalban....1162-J
Hoerntlein Elfrieda r 643Branch....2093
Hoertlein Jack r 348Lincoln....95
Hoey Mabel E r 1723Garden....2655-M
Hoflecker Janet M r 95 N Broad....348
Hoffman Frank Lt Col r 865Chorro....2659-J
Hoffman Warren r 1904Broad....910-W
Hogan John P r 411Branch....1658-J
Holanik Geo V r 885Buchon....2831-M
Holcomb J B r 497 Islay....1743-J
Holden D E Mrs r 921 Sandercock....1075-W
Holdsworth Ida Mrs r 408 Toro....771-J
Holland H F r 676 Toro....2196
Holley H F Lt r Morro Rd....13-J-2
Hollinger K C r 2580 Story....1554-R
Hollings John r 1837Chorro....1515
Hollings R B r 1804 Chorro....1817
Hollister Hubbard r 1361 Higuera....1328-W
Hollister W M r 58MtPleasanton....767
Holloway Lenora r 578 Buchon....142-J
Holman H J r 345 High....1393-R
Holt Jorgen r 234Rafael....1229
Holt Saml E Capt r 1413Archer....1485-W
Holt W A r 353 Pismo....1408
Holzinger H M r 778 Snta Rosa....996-W
Home Appliance Co 745Higuera....609
Home Dairy Co The 719 Higuera....769
Home Laundry Co 1323 Morro....70
Homstad O r 598 Mitchell Dr....1732-W
Honnert E P r 388Chorro....1311-J
Hoover David E r 1042Foothill....2170-M
Hoover Elmer F r 1837Johnson....2820
Hoover Iva L Mrs r 1042 Foothill Blvd....2170-W
Hoover W C r 1042Foothill....265-W
Hopkins C R r 1835Johnson....1577
Horen P F r 1341 Osos....294-R
Horn Charlotte r 964Essex....403-J
Horn Robt J r 937B Murray....2728-R
Horn Shannon r 1518Chorro....2054
Horner Dave r 1300Murray....2462-J
Horseshoe Inn 998Monterey....45
Horwedel Chas Mrs r YoakumTract....1209-W
Hosford T C r 2203Johnson....1536-W
Hoskins J W Mrs r 880Upham....1869
Hotchkin D H r 779 Buchon....1239-W
Hotel Drug Store Anderson Hotel Bldg....35
Hotel Obispo 1025 Court....189
Hotel Park 1815 Osos....792
Hotel San Luis 697 Higuera....1917
Hougham Jack T r Osos Rd....2185
Hourihan Gwen r 1813 Chorro....150
Houseworth J L r 990Mill....500-W
Housing Authority of San Luis Obispo County
3201 Pine Paso Robles
Call "Long Distance" for....Pso Robls-749
Las Higueras 1185 Islay....2652
Howard Bess Mrs r 1151Buchon....784-R
Howard Gerald B r 1815Chorro....1826-M
Howell R P r 479 Pismo....169-J
Howell W S r 656Toro....347-J
Howes Wilbur B r 2020 Hope....1524-R
Howie Gus r 633Funston....2616-J
Hoyt C Russell r 1050 Murray....673-M
Hubbard S A Mrs r 483 Pacific....2537-J
Hudgens L H r 1641Mill....812-W
Hudson Evelyn r 1214Mill....1270-M
Hudson George S rms 1429 Osos....1959
Hudspith J G r 603Henderson....604-M
Huffman H G r 303High....454-R
Huffman Jas r 195Brook....2929-W
Huffman T J r 2320Lawton....2332-M
Hughes Ben r 368 Toro....1162-W
Hughes Ben General Petroleum Service Station
600 Marsh..1963
Hughes P r 480 Pismo....1078-W
Hughston B B r 1645Broad....1456
Hull Pauline Mrs r 1015Ella....1749-M
Hull Pearl C Mrs r 883 Nipomo....55
Hulse Cecil r 268Branch....1096-R
Hummel Anna Mrs r Irish Hills....2-F-2
Hummel G T r Hathway Av....5-F-2
Hunsaker Anna L Mrs r 1523Beach....1509-R
Hunsaker C P r 641 Buchon....1191-M
Hunt Patricia Mrs r 976 Islay....2754-W
Hunter Jewel r 423 High....2620-W
Hunziker Eldon E r 1035Buchon....276-J
Hurley John r 654 NBroad....2499-M
Hurst Eliza r 1128Pismo....2604-R
Hurt Wm H r 1151 Peach....1009-J
Husted Don W Rev r 1118Buchon....1547
Huston Elsie r 1190Monterey....2885-M
Huston J C r 1357-2d....2133-M
Hutchison J R r 2030Fixlini....160-J
Huyette F C r 1727Corralitos....1322-M
Hyer John J r 473 Pacific....1582-W
Hymoller Hans P r 1238Nipomo....2243

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I D E S Hall Assn Mill....1373-W
Ilg George F r 1460 Upham....419-M
Imboden Danl C Mrs r 1127Toro....1667-M
Imburgia Leonard M r 1043 Marsh....2131-R
Independent The 971 Osos....1921
Industrial Finishing Shop 910High....1407
Infantile Paralysis Foundation 1804Chorro....1817
Inman Wm P r 1344 Mill....2168-W
Interstate Restaurant 1015 Monterey....1086
Irelan W L r 1337Pismo....816-J
Irene's Beauty Salon 1129Chorro....810
Irvin James F Metropolitan Life Ins Co 1042 Pismo..734
Irvine A r 1825 Monterey....267-J
Isham Laura Mrs r 463½ Pacific....1803-W
Isola George A r 777 Chorro....120-R
Iversen Howard L r 1535Higuera....1591-W

J

Jack R E Mrs r 536 Marsh....457
Jack's Chevron Service Palm&Morro....1806
If no answer call....2628-R
Jackson Eugene r 646Caudill....1877-W
Jackson L G r 952 Rachel....1724-W
Jackson Margaret r 1820Broad....2103-W
Jackson Paul K Mrs r 790 Islay....822
Jackson Walter E r 1820Broad....2103-W
Jackson Yvonne r 314 Beebee....359-R
Jackson Zelma Bell r OrcuttRd....1175-R
Jacobson C M Mrs Valley Electric Co 851 Higuera..264
Residence 821 Murray....1423
Jacobson N M r 473 Chorro....599-R
Jaeger H R r 1265Mill....1436-J
Jaeger Lester R r 1419 Osos....1013-M
Jaehne A R r 635Brizzolara....313-R
James Henry P Mrs r 523 Sandercock....1774-J
James J C r 961 Snta Rosa....650-W
Janssen Henry r 370 Islay....495-J
Jarnagin W R r 362Buchon....2431-W
Jay Tomie r 1040 Islay....2645-J
Jean D C Mrs r 959 Toro....503-W
Jeannot F W r 1California....1223-J
Jeffries Carrie Mrs r 557 Brizzolara....157-W
Jennings E E r 1249 Palm....1303-W
Jennings Paul S r 330Pismo....2084-J
Jensen Arthur F r 245 Cypress....263-J
Jensen John J r 1152 Buchon....295
Jensen Laurits r Avila Rd....7-F-14
Jepson Harold H Maj r 943B Murray....2732-W
Jerde E A r 1159 Leff....2555-J
Jerram V C Jerry jwlry 1023 Osos....1661
Jespersen C A r 110 Stenner....2721-M
Jespersen Francis r Osos Rd....20-F-3
Jespersen Marvin r Vachell Ln....14-J-2
Jespersen Ray r 644 Howard....1528-W
Jesperson M H r Vachell Ln....14-R-1
Jessen Chris H r 1555 Higuera....662-J
Jewell Verna r 523LawrenceDr....2578-W
Jewett Lindsay r Kentucky....634-J
Jim's Inn beer plr 1025Morro....252
Johe Eugene r FrenchRd....2177-M
Johe Geo J r Chorro Rd....11-F-22
Johe L r Irish Hills....2-F-11
Johe Wm r Laguna....2-F-4
John Callie M Mrs r 654 Islay....1526-W
John Marion r Mitchell Dr....1888-W
Johnson A O cemnt contr 2450 Story....709
Johnson Belva r Pismo Hwy....10-J-3
Johnson C E r 1337Broad....574-W
Johnson C L r 664Toro....1776-J
Johnson C P r 680 SntaRosa....1863-W
Johnson Ernest J r 1020Palm....438
Johnson Everett E r 804 Sandercock....1005
Johnson Ezra r 743Christian....2568-R
Johnson Fred H Union Hdwe&Plmbng 1119Garden..164
Johnson Fred H r 1068 Pismo....354-J
Johnson Geo W r 972 SntaRosa....1837-M
Johnson Hazel r 1406 Morro....2351-M
Johnson Ida Mrs r 1408Essex....2409-M
Johnson J A r Johnson....2091-J
Johnson J C r 1042 Pacific....627
Johnson J Taylor r 968 Toro....1303-J
Johnson J W r 1216Buchon....925-W
Johnson Lester C r Avila....2-J-2
Johnson Mark Mrs r Avila Rd....7-R-3
Johnson Mary Ann r 695 Pismo....379-W
Johnson N R Mrs r 2221 Broad....1643-R
Johnson O Richard r Johnson Av....1452-W
Johnson Rodney V r Foothill Blvd....2524-R
Johnson W Edgar r 2252Broad....1772-J
Johnston A N r 778Marsh....2335-J
Johnston A N Optical Supply Co TowerBldg....2140
Johnston E L r 544Higuera....2025-J
Johnston Evelyn r 1341 Osos....2593-W
Johnston G A r 209 High....556-J
Johnston Jewett M r 875 Mountain Vw Av....2414-W
Johnston Walter R r Johnson....2720-M
Jones C E r 644 Islay....2512
Jones Cecyle H Mrs r EdnaRd....2896-J
Jones Grace Mrs r 685Buchon....1193
Jones H C S r Edna Rd....2190-R
Jones Jas P r 226Rincon....1010-M
Jones Laura C r 1232Monterey....877-J
Jones Mary r 1845Chorro....2475
Jones Nelson r 864Monterey....389-R
Jones Virginia R Mrs r 109FoothillBlvd....1178
Jones W A Dr r Foothill....1597
Jones Wm A Dr 1138 Chorro....722
Jordan Hope A r 1361 Mill....959-R
Jordano Bros Inc bevrg 1321Carmel....1253
Jorgeson Maude Mrs r 1121 Stenner....1610-J
Joughin Andrew R r 1323Mill....927
Joyaux H V Richardson R F Co 1135 Snta Rosa....88
Joyaux Henry V r 287Chorro....616
Joyce Edward P r 1305 Palm....2684
Juarez Jose r 2011 Osos....2474-J
Juillard-Cockcroft 230 Snta Barbara Av....93
Juillard Inc 228 Snta Barbara Av....1248
Julian C W Dr r 541 Caudill....2096
Justus F O r 1502 Essex....735-J

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K&R Garage Hwy....18-X
K V E C Radio Station Hill&MountainVw....1100
Transmitter Morro Rd....702
Kaetzel C P atty 793 Higuera....1868
Residence 1530 Broad....621
Kaiser Alvin R rl est 1115Chorro....2685
Kaiser Alvin R r 1534Chorro....1472
Kamm C H & Co 1034 Monterey....162
Kamm C H Mrs r 855 Buchon....48
Kamm L W insurance 1137 Chorro....1051
Kamm L W r 1504 Broad....2036
Kapp Charles r 1129½ Islay....1404-J
Karl's Shoe Store 786 Higuera....881-M
Kastning Nora Mrs r CaliforniaBlvd....780-J
Kathka Clarence E Mrs r 671 Pacific....1811
Kathka E A r 1371Pacific....2521
Kauffold W J r 240 Branch....2679-W
Kaufman Mary Edna r 1052 Islay....193-W
Kearns Mary R Mrs r 1626 Osos....1530-R
Keel L F Fire Companies Adj Bureau Inc
793 Higuera..1968
Keely L C Mrs r 1129 Pacific....1553-M
Keffer G O r 1063Ella....1321-R
Kegley Mary M r 1405 Essex....1675-J
Kehm A r 2280 Lawton....2367-W
Kelker G D Dt phy&surg 1114 Marsh....710
If no answer call....1438
Residence 1305 Marsh....1438
Keller D H E Coast Counties Adjustment Bureau
777½Higuera....399
Keller Emma Miss r 582 Brizzolara....669-W
Keller Frank M r 654 Church....1491-M
Keller J W r OsosRd....2233-R
Kelley C C r 1507Beach....1885-J
Kelley Dorsey M osteo 722 Marsh....1483
Residence 70 Benton Wy....1708
Kelley S F r 872 Toro....2273-J
Kelly Chas J r 1352 Pacific....554-J
Kelshaw Grace E r 1265 Mill....775-R
Kem Louise r 1390Palm....1274-M
Kemm Fred I pub acct 1026Chorro....729
Kemper H L r 1304 Pacific....1852
Kendall W J r 413High....2805-W
Kennedy R E r 17 Mt Pleasanton Dr....2835-J
Kennedy Ralph C rl est 858 Marsh....1900
Residence 482 Islay....1083-W
Kenney P J r 2356Johnson....2484-M
Ken's Mohawk Service 1001Higuera....562
Ken's Shell Station 1095Monterey....1030
Kerber L G r 567 Hathway Av....2726-W
Kerr Richard E r 312Higuera....1647-R
Kershaw G E r 451 Mitchell Dr....721
Kerwin Harry r 1341 Higuera....227-J
Ketchum Ernest H r 870 Meinecke Av....1747-W
Keyser Ivo S r 1231Garden....458-J
Kidd Pete r 888 Church....1729-R
Kiel Howard r 640Leff....1258-J
Kies Everett L r 259High....1719-J
Kiger H S r 2141 Broad....2793
Kiger W M r 1067 Murray....673-W
Kilbern Chesterlyn C r 991 Swazey....1619-R
Kilbern G W r 1519 Broad....686-W

Kilburn Marie Fechet Mrs r 77 Kentucky....462-R
Kilgore Saml R Lt r 485Pacific....1847-J
Kimball Charles r Foothill Blvd....1164-M
Kimball F C r 794 Buchon....1284
Kimball Motor Service 286Higuera....261
Kimball Tire Service 283Higuera....758
Kimble I A r 2646 Lawton....1659
King A D r 1445Marsh....2198-J
King Arthur E r 866Leff....2293-W
King H E r 1670 Phillips Ln....1374-M
King L M r 1329 Chorro....1876-J
King Lester r 91 N Broad....1302
King Patricia Mrs r 1190Pismo....2722-J
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Lange Herbert J r French....2374-M
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Maness Walter W r SantaFeRd....15-R-1
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McKeen Dollie Mrs r 1212 Garden....369-W
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McMillan Peter r Orcutt Rd....10-F-4
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McNanna Virgil r 927Branch....2294-R
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Renetzky James A r 537 Hathway....808
Renetzky Laura r 1516 Broad....2647-J
Renetzky's Shoe Store 845 Higuera....257
Renwick H H r 982 Swazey....2870-W
Retley Alfred C r 1928Murray....2176-J
Rexall Drug Store 839 Higuera....32
Rex's Cafe 1136Carmel....491-J
Reycraft Harry J r 1256Buchon....672-R
Reynolds A G r 726 Upham....377-W
Reynolds Elmore C r 476 Chorro....575
Reynolds Lovis apts 687 Islay....1235
Rezendes J r Cambria Rd....11-F-6
Reznikoff Leon Capt r 1302-1st....2544-M
Rhoades Geo A r 1345 Morro....857
Rhodabarger Helen L r 1122 Ida....1709
Rhodes Alvin E r 1319 Higuera....1387-W
Rhodes Frank E r 1216 Broad....743-J
Rhodes G F Acme Quality Paint&Wallpaper Store
862 Monterey..1397
Rhodes Hotel 864Monterey....2765-J
Rhyne E J r Johnson....2720-W
Rhyne Ralph J r 605 Sandercock....2129-W
Rice B A r 860 Church....1755-J
Rice H L r 1703 Chorro....553-J
Rice Mary Lt r 466Dana....2856-W
Rice Robert R r 1615 Morro....1565-J
Rice Thomas Brendlin-Rice Frozen Food Processors
267Pismo....1076
Rice Thomas SanLuisObispo Credit Bureau 987 Osos..315
Rice Thomas r 808 Mission....1079-J
Richards Clarence F r Orcutt Rd....10-F-2
Richards E H r 1331 Pacific....269-J
Richards Helen E r 816Pismo....248-R
Richards W H r 1628 Nipomo....1476-R
Richardson A D r 683Mitchell....2112
Richardson G M r 1036 Leff....1533
Richardson L V r Corralitos Av....919
Richardson M P r 1521Morro....2318-J
Richardson R F Co funeral directors 1135 Snta Rosa...88
Richey Hardie H r 787 Church....2655-W
Richfield Oil Corp Orcutt Rd....414-W
Richina Charles r Los Osos Rd....2-F-12
Richina Sera r 445 Branch....1194-W
Richter Grace r 474Pacific....1582-J
Rickansrud T M r 1253Frederick....2108-M
Ricketts Elva r 1427½Morro....2351-W
Ricketts O C r 145 Story....2739-W
Ricks H H r 1027 Buchon....1134-W
Riddle Hobart S Lt r 641Leff....1925
Riddle Mary Louise r 1876 Fixlini....1808-W
Rideout W H r 1326 Pacific....1299-R
Rigdon Theresa r 1154Leff....1357
Riggen D A r 2783Broad....859-W
Righetti E P r Orcutt Rd....4-R-3
Righetti Ernest r 1000Mill....2874-J

Righetti Evelyn Mrs r 1026 Mill....806-J
Righetti Frederic r Edna Rd....13-F-21
Righetti Guido r Orcutt Rd....13-F-11
Righetti Leola M r 1027 Peach....590-R
Righetti Louisa Mrs r 1128 Peach....1702-J
Righetti M R r 940 Snta Rosa....1624
Riley D J r 1306 Mill....426
Riley's dry gds 749Higuera....36
Rinker Wm M r FremontCt....1269-W
Rios J Mrs r 1915 Monterey....604-W
Rios L G r 672 SntaRosa....2242-W
Ritchey Harlan E r 558 Chorro....1779-W
Ritchie Ethel C Mrs r 2024 Osos....2870-J
Ritchie G E r 880Pacific....2026-R
Rittenhouse M F Mrs r 465 Pismo....1123-R
Ritter J C r 1329 Beach....2392
Rizzoli A r 943 SantaRosa....1680
Roach Jean r 1233 Nipomo....1329-M
Roadside Inn 101 Hwy....1912
Robasciotti D r 1061Pacific....294-M
Robasciotti Ivan r 281 N Broad....1164-W
Robasciotti J Cafe 1034 Morro....600-W
Robasciotti Jennie Mrs r 1222 Osos....339-J
Robasciotti U E Jr r VachellLn....14-J-3
Robasciotto U P r Edna Rd....3-R-12
Robbel Kathryn r 457 N Broad....2029-W
Robbins S M Del Monte Grocery 301 Snta Barbara..1000
Roberts C R r 970 Snta Rosa....1837-W
Roberts E A r OrcuttRd....1175-W
Roberts Gene r 712 Upham....377-J
Roberts Max E r 1141A Pacific....1225-W
Roberts Mollie Mrs r 648 Mitchell Dr....1468-R
Robertson Carla r 781Marsh....1657-M
Robinson Geo r 547Kentucky....1636-J
Robinson M C Mrs r 920 Ida....2443-W
Robles A S r 737Monterey....1257-M
Rocket Parcel Service 236 Sandercock....2405
Rockwell Leon C r RamonaDr....2776-W
Roder Jas r 112Beebee....2814-W
Rodgers A W 2205Johnson....2947
Rodgers Wm F r 145Harris....2468-J
Rodkey R P r 898Toro....2562
Rodman Louis F r 649Mitchell....2531-W
Rodney I H r 1005 Islay....2267-W
Rodrigues Della Mrs r 1551Palm....2829
Rodrigues E S r 648 Graves Av....2161-R
Rodrigues Frank L r 1169 Monterey....1208
Rodrigues Josie Mrs r 1324 Morro....310
Rodriguez G A r Edna Rd....17-F-21
Rodriguez M J r....17-F-12
Rogerman Beatrice r 1236 Archer....1137-W
Rogers Ione E r 1661Murray....2554-R
Rogers J A r 719 Sandercock....2623-W
Rogers John L r Los Osos....21-F-11
Rogers Leo E r 762Higuera....799-W
Rollheiser Jos r 1344Palm....211-M
Romero John Jr Mrs r 551 Hathway Av....1252
Romo Geo r 1020Grove....1041-J
Rone J R r 672 SntaRosa....1845
Root Guy M r 292Higuera....887
Root Minnie J Mrs r 770 Islay....770-R
Rordorf Oscar H r 1442 Lizzie....1514-R
Ros Louise r 1828Broad....2775-J
Rosa Marie D r 1230Archer....717-W
Rose A W r Edna....6-R-3
Rose Bowl Court 1575Monterey....647
Rose H C r Yoakum Tr....2510-J
Rose Helen Ollies Beauty Salon 1112Garden....737
Rose Manuel L r 350Pismo....2118-W
Rose Sign Service 723Pacific....2716
Rose T A chiropodist 1231 Garden....145
Rosebraugh M H r 218Rafael....515-W
Roselip Bernard r 1343Mill....211-W
Roselip Walter B general contractor 615 Grand....785
Residence 615 Grand....785
If no answer call....211-W
Rosenberg L r 1711 Sn Luis Dr....961
Rosenthal Mart food products 443 Higuera....644
Ross A r 1421 Archer....1123-W
Ross B L r 435 Higuera....2861-W
Ross Ellen M r 560 Hathway....1893-W
Ross Fred D 134Harris....1354
Ross George G Evans Brokerage Co 1118 Chorro....63
Ross Geo G r 210RafaelDr....515-M
Rossi Gregory A r Los Osos Rd....12-F-3
Rothberg Frank Auto Electric&Brake Service
751Marsh....171-W
Rothberg Frank r 294 Lincoln....2018-R
Rougeot T H r Snta Rosa....265-M
Rouse David r 532 Leff....1512-J
Routzahn Motor Co ofc 636Higuera....1470
Rowan Francis C Sn Luis Parcel Del 1437Nipomo..561-J
Rowan Wm A Sn Luis Parcel Del 1437Nipomo....561-J
Roy Marie Mrs r 2530 Victoria Av....680-R
Roza A F r Pismo Rd....7-F-5
Roza A J r 2049Broad....2489-J
Roza Arthur r 2670Lawton....2737-R
Roza John C r 1346Chorro....2420-J
Roza Tony F r 1156Peach....645-W
Ruby's Beauty Salon 684Higuera....464
Ruda A r See Canyon....2-F-14
Ruda A E r Avila....2-J-12
Ruda E B r Avila....1-J-3
Rude Elmer E r 345Branch....378-W
Rude's Trailer Court 546Higuera....2033-W
Rudolph H W r 681 Howard....2149
Ruiz John J r French....2374-W
Ru-Mae Shoppe 1123 Chorro....1718
Rumbaugh Warren J r 1362Pismo....786-W
Runston E J r 484Pacific....1847-R
Rusca W J r 1175Murray....2356-W
Russell Ann r 1140Marsh....153
Russell Elmer L r 862 Toro....1315-J
Russell Isabella r 1034 Church....1065-J
Russell J H r 521Higuera....1183-R
Russell Paul C r 133 Story....1333-M
Russell Vera L Mrs r 676½Toro....1528-J
Rustin Pete E r 1330Mill....2548
Rutherford Helen r 529 Sandercock....1266-W
Rutledge Peggy C r 1188 Pacific....2868
Ryan G A r 123 Stenner....2390-W
Ryan M W r 679 SntaRosa....1673-W
Ryan Verna r 1135Marsh....1752-M
Ryan W Mrs r 203 Price....408-W
Ryan W C r 649½Mitchell....2427-J

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S&K Liquor Store 1118Morro....1458
S L O Co Tuberculosis Assn 1024Chorro....1048
S & W Service Vachell Ln....1506
Sagaser Vivian r 1319Garden....2894-M
St Clair C D r 865 Snta Rosa....353-J
St Clair W M r 662 Islay....1239-J
St Clair's News Depot 1015Chorro....152-J
Salisbury Winifred 1617Chorro....1353
Salmen Margarette r 120Ward....1886-R
Salmina M G r 891 Nipomo....1286
Sandercock N W r 591 Islay....820
Sandercock Transfer Co 737 Marsh....19
If no answer call....820
If no answer call....1288
Sandercock Warren r 1645 Nipomo....1288
Sanders D r 1243 Palm....1133-J
Sanders Guy W r 506 Caudill....1468-M
Sanders Harry D r 240 Sandercock....2497-J
Sanders M S Jr r Loma Vsta....1586
Sanders O A r 1251Buchon....1938-M
Sanders S C r 969 Islay....1530-J
Sanford W A r 559 Morro....1640-J
Sanlo Wholesale Meat&Cold Storage Co 340Higuera..482
San Luis Ambulance Service 292Higuera....887
If no answer call....436
San Luis Brick Wks ofc S Broad....997
San Luis Cleaners 1124 Broad....898
San Luis Cyclery 1239 Monterey....876
San Luis Distributing Co Edna....2586
San Luis Electric&Heating Service 715Higuera....603
Between the hours of 6 PM&8 AM&on Sundays&
holidays call....2614
San Luis Feed Co 305 Higuera....655
If no answer call....1080
San Luis Fish Co Avila....8-R-22
San Luis Fish Co 680 Higuera....136
San Luis Garbage Co 518 Higuera....1672
If no answer call....1614-W
San Luis Hatchery LaurelLane....1452-M
San Luis Ice&Cold Storage Corp 1409Walker....67

San Luis Market
Retail Dept Morro&Marsh....61
Wholesale Dept 715Higuera....126
San Luis Mill & Lumber Co 246 Higuera....624
San Luis News Agency 981 Chorro....477-W
San Luis Nursery PismoHwy....320-W
San Luis Obispo Athletic Club Morro Rd....2618
San Luis Obispo City of
City Clerk 867 Higuera....15
City Fire Dept Garden&Pismo....5
City License Tax & Water Collector 869 Higuera....544
City Police Dept 867 Higuera....31
Engineer's Office Pismo....947
Police Court Carpenter Bldg....1711
Public Library NBroad&Monterey....2606
Santa Barbara Av Yard Snta Barbara Av....2681-W
Sewer Farm PortugueseFlat....872-J
San Luis Obispo City Schools
Bus Garage & Maintenance Shop Marsh....2095
Fremont School Peach....1236
Hawthorne School Story....2071
Jr High School Marsh....2070
Kindergarten Nipomo....805
Kindergarten School Buchon....1589-J
Senior High & Junior College Marsh....663
San Luis Obispo County of
Agricultural Commissioner 1025 Palm....1344
Assessor's office Court House....777
Auditor's office Court House....1484
Child Guidance Clinic CourtHouse....104
Children's Home Sunny Acres....829
Clerk's office Court House....76
Constable Court House....2100
If no answer call....2850
Coroner 508 Higuera....33
If no answer call....2850
Court Reporter Court House....579
Custodian CourtHouse....1831
District Attorney office Court House....1683
Farm Advisor 893Marsh....52
Garage 1234Broad....741
General Hospital Johnson....1500
Nurses Home Johnson Av....1822
Health Dept 1009 Morro....2982
Home Demonstration Agent 893Marsh....52
Housing Authority 3201 Pine Paso Robles
Call "Long Distance" for....Pso Robls-749
Las Casitas 1185 Islay....2652
Las Casitas 481Leff....1947
Las Higueras 1185 Islay....2652
Sunnyside-South....1950
Law Library Court House....1145
Library Court House....1157
National Farm Loan Association 1123Garden....1386
Planning Commission 967 Osos....558
Probation Officer Court House....2040
If no answer call....Cayucos-45-M
Psychopathic Ward Johnson Av....518
Public Administrator 508 Higuera....33
Purchasing Agent Court House....778
Recorder office Court House....617
Sheriff's Office Court House....2850
Social Welfare 1235 Morro....1797
Supt of Schools office Court House....1034
Superior Judge Court House....2040
Supervisor's Chambers office Court House....76
Surveyor & Engineer Court House....788
Tax Collector office Court House....138
Treasurer office Court House....305
Tuberculosis Sanitarium Johnson Av....1818
Veterans Service Office Court House....1082
San Luis Obispo County Farm Bureau 779Marsh....2790
San Luis Obispo County War Finance Committee
1111Chorro....1839
San Luis Obispo Credit Bureau 987 Osos....315
San Luis Obispo Production Credit Assn
1123Garden....1386
San Luis Obispo Sanitation Service 626Branch....1124
San Luis Obispo Willys-Jeep 205Higuera....1202
San Luis Parcel Delivery 1437Nipomo....561-J
San Luis Sanitarium 1170 Marsh....73
San Luis Service Station & Garage 1044 Monterey....100
San Luis Sterilization & Mattress Co Buchon&High....405
San Luis Tallow Works ClarkField....2646-W
San Luis Wall Paper&Paint Store 1126Broad....1072-R
San Luis Welding Works 960 Nipomo....1098
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Santa Barbara Apts 103 SntaBarbara....2928
Santa Rosa Street Market Mill&Snta Rosa....326
Santos Andrew r 2066 Chorro....1028-W
Santos Anthony B r 1121Upham....1634
Santos Flora G r 463 Islay....1214
Sarber John r 868Mill....1038-R
Sarmento John E r 303 Branch....1425-W
Sarmento Manuel r 333Branch....2671
Sarmento Pete r 478 Snta Rosa....933-R
Sarter L A r 1528 Nipomo....980-J
Sauer A Co grocery 848 Monterey....27
Sauer Arthur r 1951Monterey....2441-W
Sauer Clara E r 1205 Chorro....111-J
Sauer F G r 1380 Broad....247-J
Savio V r 448 Dana....1665
Sawyer Jas F r 462 SantaRosa....2723-W
Scamara A r 340Pismo....2118-J
Scanlin H R Dr r 1135Buchon....2622-J
Scaroni N Mrs r 923 Murray....2076-J
Schalliol W L Lt r 994Peach....229-M
Schlegel C J r AvilaRd....7-J-12
Schlicht Anna C Mrs r Cuesta Rd....651-R
Schliem Norma Bell r 1691Hillcrest....1810
Schmeer Gus r 835Mission....2570-M
Schmidt Arthur r 525Dana....2009-W
Schmidt Donald J r 1303Pacific....719-W
Schmidt Gertrude Mrs r 117 SantaBarbara....2042-W
Schmidt Harley G Mrs r 1184Ella....1325-R
Schmidt Robt T Lt r 1513Fairview....2749-M
Schmidt W A Seven Up Bottling Co 1022Leff....1443
Schneider W H r 3Calif....793-R
Schroetlin Alex r 1203 Buchon....2163-W
Schroetlin Ed r 503High....2620-J
Schultz Lorine r Morro....2046-W
Schulz Harry E Kipper's 853Higuera....207
Schulz Harry E r MontereyHeights....920-J
Schulze Bros clothing 782 Higuera....364-J
Schulze C L r 641 Islay....1641
Schulze W H r 1339 Higuera....227-W
Schurtz Ralph r 874Upham....2893-J
Schwafel E C r 480 Pacific....233-W
Schwafel P r 1025 Marsh....301
Schwarz F W r 456Leff....2424-M
Scott E J r AdrianceCt....2175-M
Scott Francis R Johnson....2091-R
Scott Frank r 1327 Osos....547-M
Scott Wm T Jr r 67 Mt Pleasanton Dr....1849-J
Scribner L B r 477 Buchon....2204-J
Scroggin Lucy r 1186Pacific....1204-M
Sczepanski Milton r 1422Garden....2894-R
Seaback A R r 513 Sandercock....1072-W
Sears Roebuck & Co retail store 879 Higuera....760
Seaside Oil Co Pismo Hwy....1396
Sebastian T Santa Rosa Street Mkt Mill&Snta Rosa....326
Residence 1604 Hillcrest....498
Security-First National Bank of L A 799 Higuera....397
Security Title Ins & Guar Co 1119 Chorro....1015
Seeley Charles L r 1140 Islay....1301
Selhorst Frank r 1356Higuera....1052
Sellars Harry H r 874 Center....2414-J
Selvage Alfred F r 2014 Fixlini....1521-J
Semans Hubert H r 69 Benton Wy....1016-R
Serpa Enos r 486Buchon....989-R
Serpa Mary Mrs r 963 N Broad....281-J
Serpa Mary G r 486Buchon....989-R
Serrano Carlos r N Broad....1068-J
Serrano Flora Mrs r 1220 Marsh....328-J
Seven Up Bottling Co 1022Leff....1443
Severietti Victor groc Broad&Marsh....2065
Severson John E r 456Leff....789-R
Sevier L V r 1428Nipomo....1686
Shadinger Geo H Jr r 1000 South....2230-R
Shadinger Geo H Sr r 1000 South....2422
Shadow Arts Studio photgrphr WickendenBldg....431
Shain Billye r 1221Ella....1592-R
Shanghai Low 830 Palm....2080-W
Shannon Jim r 2028Abbott....2209-W
Shapiro Ethel r 1169 Islay....1607-R
Sharp S T r 1043 George....963-J
Sharpe A G Mrs r 1635Garden....1298
Sharpe Norman r 2354 Johnson Av....2484-W
Shatford Ada Mrs r 1746Johnson....1816

Shaw Ralph r 201Rincon....382
Shawhan Maude E Mrs r 657 Leff....1504-M
Shean Eddie P r 1117Marsh....1561-R
Sheehy Tim r 762Lincoln....979-R
Sheff Clarence W r 1518 Carmel....2589-W
Sheffer A E r 1365 Palm....877-R
Shekell G A r OrcuttRd....4-J-4
Shelby R W Waldorf Cafe 975 Osos....1002
Shell Oil Co Inc ofc Poly Rd....98
Shell Service Station 1200Monterey....2942
Shelton W G r 655Kentucky....645-J
Shen Harry C r 902 Sandercock....1245-W
Shephard Carl R r 743 Buchon....1271
Sheriff Office Court House....2850
Sherman Edw C Jr Hagen Treadwell&Sherman
1215Chorro....1782
If no answer call....1773
If no answer call....1062
Sherman Edward C Jr Dr 6 California Blvd....2043
Sherwin LeRoy O r 973 SantaRosa....2731-J
Sherwin Nora r 1147Buchon....2622-W
Shifflette Wm B r 1147Pismo....1057-J
Shipsey Annie Mrs r 1266 Mill....423-J
Shipsey W T atty 1041Chorro....282
Residence 1248Marsh....2313
Shirley E R r 1165 Buchon....608-R
Sholes Fred r 74 N Broad....1474
Shook Vance r 740Christian....241-R
Short Myrtle r 1624Chorro....1656-R
Shreffler Ernie r 1259 Stafford....1636-W
Shull E D r Edna Rd....1572-W
Shuttleworth Jos W r 683Henderson....2627
Sieff Julius A r 1California....2455-J
Sieff Julius J Perfect Method Cleaners 983 Osos....1787
Siegfried Mary RN r 1021Pacific....1233-R
Sieben Jack r 865Morro....2143
Siegel Joseph r 866 Pismo....1854-J
Signal Oil Co 751Marsh....802
Sigsbee Chas r 401High....1602
Silacci Angelina Rusca r 1066Palm....1356-W
Silacci Elmer r 1162Pacific....1310
Silacci Henry Northside Grocery 84 Snta Rosa....465
Silacci Pete Jr r 1430 Garden....1316-R
Silva Eunice Mrs r 211Harris....631-J
Silva Frank W r 1121 Montalban....1640-M
Silva Georgina r 781 Marsh....1657-W
Silva J T r 1941 Monterey....2441-M
Silva Jas R r 556Mitchell....866-M
Silva Joe r 861 Ida....2208-J
Silva Joe A r Osos Rd....1-F-14
Silva Joe D r ReservoirCanyon....651-W
Silva John J r 1105 South....2275-R
Silva M C r 796 Christian Av....1643-W
Silva M M r Edna....13-F-12
Silva M T Jr r 197 Beebee....1094-M
Silva Manuel A truckng 667Howard....930
Silva Manuel T r 1170 Pacific....1204-W
Silva Ruby r 526Higuera....2025-R
Silveira A F r 1519 Nipomo....151-W
Silveira Frank r 610MtView....776-M
Silveira Joaquin r EstradaGardens....651-M
Silveira John J r 1105George....1592-W
Silver L P r 1148 Olive....2723-J
Silvera Geo E r 256Buchon....1123-J
Silveria Frank J r 339Marsh....966-J
Silverio Gregory r 1015 Nipomo....1115-W
Silvia Frank D r 1491 Upham....1289-R
Simmons Charles H r 217 N Broad....2669-M
Simmons M F r Yoakum Tr....2695-W
Simon Chas M Austin's Confectionery 868Monterey....86
Simon Levi Co Ltd food prods 668Upham....1894
Simpson John F r TankFarmRd....3-J-4
Sims C J r 810 Sandercock....1465-W
Sinclair W B r 1120 Marsh....512-W
Sinclair's Jewelry 1044 Chorro....1482
Singer J E r 481 Pacific....1307-W
Singer Knit&Art Shop 718Higuera....49
Sinsheimer A Z r 1020 Marsh....163
Sinsheimer Bros LaLomitaRanch....6-J-21
Sinsheimer Bros ofc 849 Monterey....18
Dry Goods Dept 849 Monterey....143
Grocery Dept 849 Monterey....144
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Sinsheimer's See Canyon Ranch See Canyon Road....7-J-1
Sirbeck Jimmie Mrs r 865Morro....2784-J
Sirman Raymond r 460 NBroad....2404
Sister's Inn 208 Higuera....155
Skaar Elgin B r 706Kentucky....1220-W
Skating Rink SanLuisObispoAthleticClub Morro Rd 2618
Skinner Robert L r 2003 Chorro....2803-W
Skinner W W Jr r 671LawrenceDr....1805-W
Slater C H S L O Co of Assessor's Ofc CourtHouse....777
Slater C H r 135 Hutton....1155
Sleep Off The Hi-Way Motor Lodges 1000 South....791
Sleeth John A r 1235George....1592-M
Small H E bldg contr 1740Fixlini....1730
Smart Shoppe 1112 Chorro....1099-W
Smedley A M r 729 South....2640-M
Smee H E r 2031Chorro....2271
Smee's Plumbing & Heating Shop 1302 Osos....766
If no answer call....2694-J
Smile Inn 101 Hwy....1937
Smith A L r 456 NBroad....2690-W
Smith A R r 559Marsh....1516
Smith Arthur R grocery 2630 Broad....1532
Smith C D r 1269 Stafford....715-W
Smith C H r 824 Meinecke....913-W
Smith C L r 1302 Marsh....566
Smith Clifford Jay r 904MeineckeAv....430
Smith E D r 788Pismo....1759-R
Smith E Taylor hemstchng 1035Murray....235
Smith Elmer Typewriter Shop The 1014 Court....127
Smith F L r 460 Kentucky Av....2818
Smith F L Mrs r 574 Islay....1445-R
Smith Frank M r 1320 Osos....1761
Smith M F r 143 Cypress....631-M
Smith M J r 383 Toro....1221
Smith Mary Hammack r 656 Monterey....433-M
Smith Merritt B Mrs r 1043½Peach....2796
Smith R M r 487 Chorro....2527-W
Smith Stratton r 319 High....454-W
Smith Thomas L r 1802 Broad....860
Smith Walter V r 1125 Olive....933-J
Smith Wesley P r 958 Pismo....2126-W
Smith Wm T pub steno 1151Murray....505
Smith's Sporting Goods 660Higuera....2520
Snow John K r 965 Murray....1660
Sno-White Creamery 888 Monterey....1872
Snyder J D r 543Dana....2798
Sobeck J F r MorroRd....13-R-11
Soldovini Ambrose B r 955 Branch....2933
Sollers Gladys R Mrs r 970 SntaRosa....357-M
Solomon M L r 1236George....395-M
Sonflieth Donald J r 1412Essex....2073-R
Sontag Rose C r 1843Hayes....1119-R
Soper E W Mrs r 2040 Broad....1690-W
Soper William E r 1809 Garden....2730-R
Sorensen Roy O r 268½Buchon....1654-W
Sorenson Frank r 239 Beebee....2673
Soroka J C r 1134Palm....2241-W
Soto Betty r 673Toro....2657-M
Soto Dolores r 427Mitchell....1518-J
Soto Frank J r 1208 Palm....2781-W
Soto Gregg P contr 1119Fig....2279-W
Soto Rita 697Higuera....2171
Soto Val r 618Kentucky....2888-R
Sousa Alvin r 595 Leff....2162-W
Sousa Lillie r 1629Garden....2639-W
Sousa M A r 1510 Broad....696
Sousa Mamie r 680Buchon....2006-J
Southern Counties Gas Co
Office 1141 Chorro....16
If no answer call....490
Plant Broad....490
From Morro Bay Exchange only (No Inter-City Charge) Ask "Operator",for Entrprise-10206
Southern Pacific Co Railroad Av....2500
Southern Pacific Milling Co ofc Snta Barbara Av....2200
Southside Grocery 100 Higuera....1795-R
Souza John R r 981 Palm....2596-J
Sowash Geo r 1990Johnson....1846-J
Sowles Dorothy Pismo Hwy....1965
Spangler L S r 2603 Broad....680-M
Sparks Beatrice Anderson Hotel Beauty Salon 963Monterey....964
Sparks V D r 1885 Monterey....267-R
Spears George W r 2131 Essex....380-W
Speed Ethel r YoakumTract....2899-J
Speer Robt r 487Marsh....1189

Spence A F r 754Lincoln....2857-M
Spencer S r 857 Snta Rosa....694-W
Spencer Saml R r 883Rougeot....937
Spillers Harold D r 664 Leff....203-W
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Stephens J M r 68 Mt Pleasanton....1207-W
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Swanson Betty Mrs r 1043Marsh....1454
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Willmirth Bert r 207 N Broad....2863
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Wilmot Clyde r 1183George....1313-M
Wilshire Oil Co 101Hwy....565
Wilson A Gaylord r 1627 Broad....2451-W
Wilson H W r 1607 Phillips Ln....1374-R
Wilson John r Avila....9-R-11
Wilson Leo J Mrs r 1530 Nipomo....1332-W
Wilson Louis H r 743Branch....1685-J
Wilson Marie L r 727 Islay....2322-J
Wilson Merle E r 1767 Corralitos Av....2127
Wilson O F r 622 Brizzolara....2265-R
Wilson Ralph L r 535 Mitchell Dr....1770
Wilson Ralph O r 313Branch....871-M
Wilson Rollo r 1548Monterey....888-W
Wilson Roy J Mrs r 1320Palm....950-W
Wilson Tex r 660 Snta Rosa....534
Wilson Walter K r 1544 Morro....1692-J
Wilson Walter W r 66Benton....2529-J
Wilson's Cash Store 2039Broad....2713
Wilson's Flower Shop 1110 Garden....622
Wineman Hotel Higuera....1800
Winkley Boarding Kennels Orcutt Rd....5-J-2
Winn Clyde B r 1969 Chorro....2694-W
Winn Leonard E r 369Toro....1264-R
Winner C Paul r 615Grove....895-R
Winters D N r 1220 Mill....2544-W
Winthrop D E Lt r 1519Beach....789-J
Wisberg Earl F r 12Edna....2274-M
Wisberg H P r 546 Sandercock....1574-R
Wise Earl r 346 Buchon....894-J
Witasek Ralph J r 568 Mitchell Dr....1136-M
Witbeck Bessie r 1540 Snta Rosa....154-R
Witcosky Alice Mrs r 870 Islay....646-J
Witcosky Co slaughter house Vachell Lane....2123
Witcosky Frank Jr r 142 Harris....480-W
Witcosky Fred livestock 1057 Buchon....1534
Wolf Harry K r 869Center....444
Wolfe C H r 671 Park....519-W
Wolfe Marion O r 706High....2129-R
Wong Arthur Choy r 671Toro....781-W
Wonsley Ina r 729 South....2640-R
Wood C M r 1256Bond....1150-J
Wood Eslie S r 130Price....2494-J
Wood Helen r Conejo....1041-W
Wood M A r 522 Dana....1182
Wood Mark H r 1632 Osos....1637-W
Woodford E A r 210Rincon....1722
Woods G E r 865Morro....606-J
Woods O E r 1402 Marsh....290-R
Woods T W 465½Pacific....1803-J
Woodward J R r 1927Chorro....2105
Woodworth Alanzo r 205Hutton....2182-J
Woodworth Herman r 566 Lawrence Dr....206-W
Woolworth F W Co 778 Higuera....2458
Workman Nellie r 252 Sandercock....2463-M
Workman R r 336Buchon....2638-W
Wornom R G Newberry E Co Inc 1179Pismo....2428
Worthington W r 858 Humbert Av....2757-M
Wreden Henry Jr r 397 Lincoln....486-J
Wreden Jane Mrs r 1746 Chorro....1410-J
Wright Donald G r 1263Marsh....763-J
Wright H r 358 SntaRosa....2067-W
Wright Jessie Mrs r 726 Buchon....1568
Wright L H r 675 Brizzolara....313-J
Wright Lorraine Cobb Cobb's Fremont Grocery
1208 Peach..637
Wright Lucille L r 1427Beach....1416
Wright Neil r BaywoodPk....15-F-2
Wristen Robt D r YoakumTract....289-R
Wroble Walter F r 2509Lawton....1020-W
Wu H M Dr herbalist&osteopath 1128 Chorro....1750-W
Wu H M Dr r 481 Lawrence Dr....2434-M
Wunderlich A M Maj r 681Grove....1262-M
Wyatt Glynn A r 1219 Ella....212-W
Wyatt W C r Edna Rd....1255-W
Wybrandt H P r 470Grand....2161-J

Y

Y W C A U S O 864 Snta Rosa....2787
Yager Andrew r 2231 Broad....559-J
Yager Margaret M r 844 Venable....979-M
Ybarra Mary r FrenchRd....2177-W
Yeary Frank r 664Church....2418-R
Yellow Cab 1044 Monterey....100
Yenter Mary r 954 Pismo....1581-M
Yoakum Jesse r Edna Rd....2553-W
York-Davis&Bakke House Movers 1907Chorro....807-W
Young C R r 1240 Ella....2338
Young Claude r Pismo Rd....7-F-3
Young E S Young's Beauty Shop 1037 Monterey....391
Young E S r 209Longview....1150-W
Young Emma r 964 Rachel....1376
Young Kent B r 1305Murray....1281-W
Young P T r 209Longview....1150-W
Youngman Betty r 966Buchon....1828-J
Young's Beauty Shop 1037 Monterey....391
Yours & My Furniture Store 1127 Broad....942
Yowell Carl r 1151 Mill....1315-W

Z

Zanoli Frances Mrs r 1037 Mill....2830-W
Zanoli Jess r 1000 Mill....2072-W
Zanoli Wilfred r 1437 Beach....521
Zegar Apartments 1626 Osos....1902
Zegar Furniture Store 840Monterey....85
Zegar Steve r 2110 Monterey Hts....10-M
Zellner&Bowden 711Marsh....1957
Zellner W M r 549 Hathway Av....774-J
Zerfing A L r 1228 Mill....1256-W
Zuiderweg P J r 210 Beebee....556-M

DAY and NIGHT

she's at your service

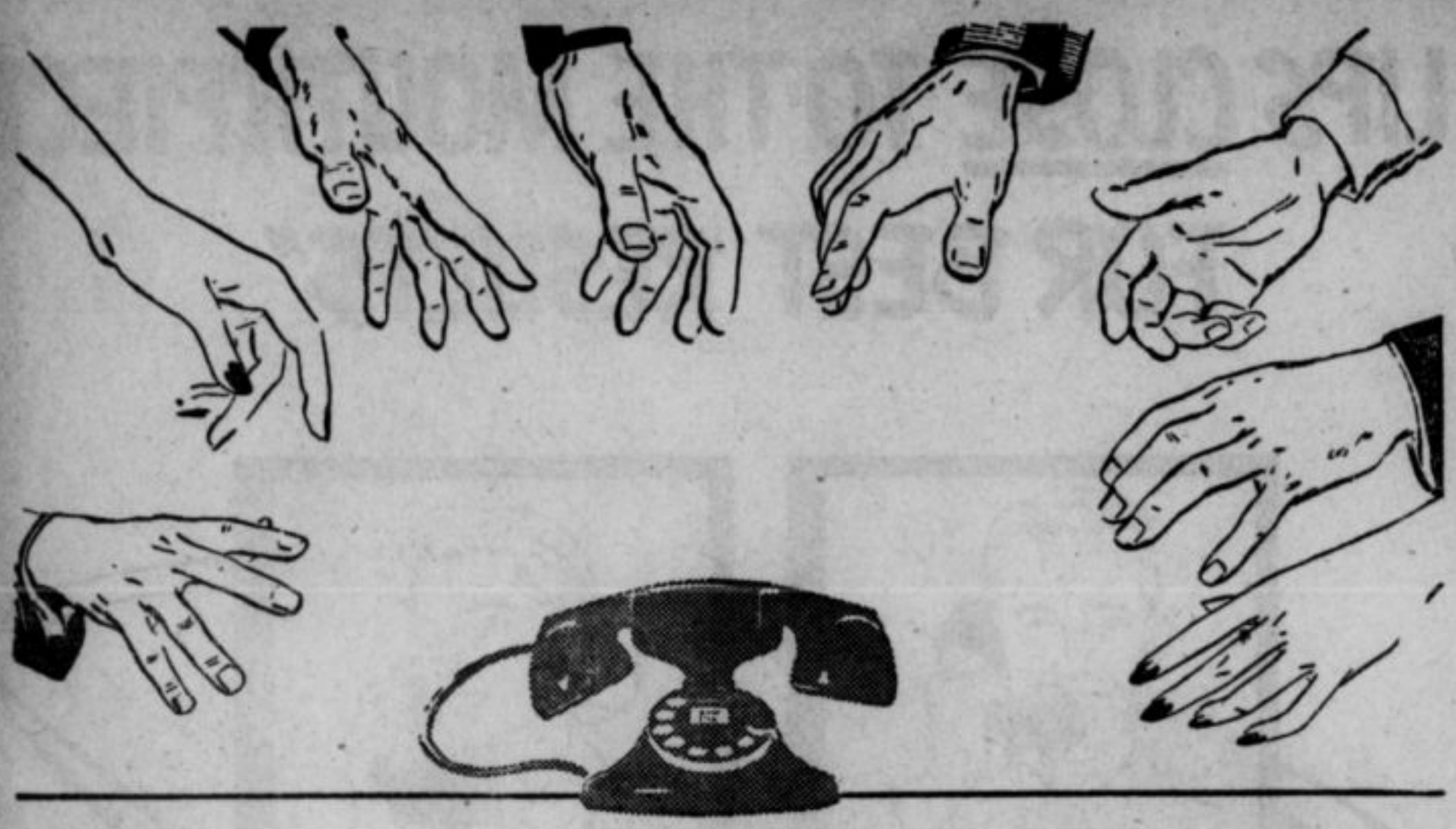
Millions of Long Distance and Toll calls go over Bell System lines every twenty-four hours

Most of them are handled about as promptly as before the war.

But sometimes there's a crowd on the line and then the pleasant voice of Long Distance will say—"Please limit your call to 5 minutes."

"LIPS CLOSE TO THE MOUTHPIECE FOR BEST RESULTS"

It's as important to keep the transmitter close to your mouth as it is to have the receiver close to your ear. For best results please speak slowly and clearly in an even tone of voice, directly into the transmitter, with your lips close to the mouthpiece.



Sometimes there's an Extra Rush on Long Distance

Every day, millions of hands reach for the telephone to use Long Distance. Most of those calls go through quickly.

But sometimes there's a crowd on certain lines. Then Long Distance will say, "Please limit your call to 5 minutes."

That helps everybody.

CALIFORNIA TELEPHONE DIRECTORIES

YELLOW PAGES

LOCALITY: San Luis Obispo County

YEAR: February 1946

Classified Telephone Directory

For

SAN LUIS OBISPO COUNTY

FEBRUARY 1946

For Information Concerning This Classified Directory, Please Call Our Business Office.

Abstractors–See Title Companies

Accountants

Anderson H D.....Cambria-38

BOYCE J EARLE

AUDITOR - PUBLIC ACCOUNTANT
INCOME TAX SERVICE
ACCOUNTING SYSTEMS
MONTHLY SERVICE

Room 207
Bank of America Bldg.....Sn Luis Obspo-886

Derby Mabel Miss 623-2d.....Pso Robls-1164-W
Espy Edwin F 793 Higuera.....Sn Luis Obspo-2166

HALL WILLIAM O

INCOME TAX
CONSULTANT
AUDITING

779Marsh.....Sn Luis Obspo-2114

Kemm Fred I 1026 Chorro.....Sn Luis Obspo-729
West Chauncey W 731-12th.....Pso Robls-688

Adding & Calculating Machines

HILL'S STATIONERY
1127 Chorro.Sn Luis Obspo-1403
Typewriter Shop The 1014 Court..Sn Luis Obspo-127
(See Advertisement This Page)
WALKER R G
Remington Adding Machines Sales-Service
785 Marsh.....Sn Luis Obspo-835

Enjoy the Guest Artists series on "The Telephone Hour"—N.B.C., Mondays, 9 to 9:30 p.m.

ADDING MACHINES

Sales & Service
REMINGTON
CORONA
R. C. ALLEN
Calculators
Check Protectors

THE TYPEWRITER SHOP
1014 Court — San Luis Obispo 127

Adjusters

COAST COUNTIES ADJUSTMENT BUREAU
Keller D H E
777½Higuera.....Sn Luis Obspo-399
FIRE COMPANIES' ADJUSTMENT BUREAU INC
R E McGeachy Adjuster in Charge
793 Higuera.....Sn Luis Obspo-1968

Advertising–Radio

See Radio Broadcasting Companies & Stations

Advertising Signs–See Signs

Agricultural Implements

Livingston E C Co 1236 Railroad.....Pso Robls-534
Loomis E C & Son 415 Branch.....Aroyo Grnde-32
Mann R W Bob 1139-13th.....Pso Robls-666
Night Call.....Pso Robls-734-J
(See Advertisement This Page)
MOORE JOSEPH G CO 1306 Pine.....Pso Robls-173
113 W Chapel Snta Maria
(Toll) Call "Operator" for.....S Maria-5
(See Advertisement This Page)
Union Hardware&Plumbing
1119Garden.Sn Luis Obspo-164

Agricultural Implements

MOWING MACHINES & BLOWERS
GOBLE & TOWNER DISCS
SEEDER BOXES
OLIVER EQUIPMENT

R. W. "Bob" Mann

International Trucks - Cletrac Tractors
1139-13th Street — Paso Robles 666

JOHN DEERE
AND
"CATERPILLAR"
NEW & USED TRACTORS
AND EQUIPMENT
SERVICE & REPAIRS
Any Make Farm Equipment Repaired

JOSEPH G. MOORE CO.
1306 Pine — Paso Robles 173
Santa Maria—113 West Chapel
(Toll) Call "Operator" for Santa Maria 5

AMBULANCE
Service Exclusively!
Phone Day or Night
SAN LUIS OBISPO
887
If no answer call
SAN LUIS OBISPO 436
RATES ON OUT-OF-TOWN CALLS
SPECIAL ATTENTION TO TRAIN CALLS
We Serve Any Community - Red Cross Trained
ALL AMBULANCES FULLY EQUIPPED
First Aid Equipped - Heated & Air Cooled
SAN LUIS AMBULANCE SERVICE
Independently Owned & Operated
292 Higuera San Luis Obispo

SHOP IN THE YELLOW PAGES
Whenever you want information about an article, a service or a certain business
LOOK IN THE
Classified
TELEPHONE SECTION

Air Compressors
Philpott George M Co 1160 Bryant San Francisco
(Toll) Call "Operator" for.....Hemlock-5475

Air Compressors–Renting
Philpott George M Co 1160 Bryant San Francisco
(Toll) Call "Operator" for.....Hemlock-5475

TOMASINI A E
AIR COMPRESSORS & TOOLS RENTED
SALES & SERVICE
DRILLING - BREAKING
CHIPPING - TAMPING - Etc.
1922 Johnson.....Sn Luis Obspo-1424

Air Conditioning Contractors
SMEE'S PLUMBING & HEATING SHOP
1302 Osos.....Sn Luis Obspo-766

Air Conditioning Equipment & Supplies
Keene's Boiler & Heating Serv
3045 Park.....Pso Robls-655-J

Airports
Paso Robles Aviation Club Inc.....Pso Robls-1002

Ambassador Venetians
Look on "V" pages under "Venetian Blinds–Retail"

Ambulance Service
Gray Harry S Funeral Chapel & Crematorium
S Highway. Atascadero-98
Kuehl Funeral Home 1703 Spring ....Pso Robls-301
SAN LUIS AMBULANCE SERVICE
292 Higuera.....Sn Luis Obspo-887
(See Advertisement This Page)

A store may not immediately come to the mind of a prospect when special services are desired, such as are offered by a Beauty Salon, Radio or Watch Repairing Department. Many establishments, realizing this, advertise under several classifications in the Classified Directory. Thus they direct more business their way.

&
Incidentally
Prompt answering of a telephone's ring is thoughtful, courteous—and good business.
THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY

Amusement Devices
Patrick Music Co 724 Vine.....Pso Robls-588
Patrick Music Co 846 Higuera....Sn Luis Obspo-2394
(See Advertisement This Page)
Polin Burt W 1828 Johnson.....Sn Luis Obspo-2370

Amusement Places
Fun House Pomeroy.....Pismo Bch-131
Kelley A R 424 Cypress.....Pismo Bch-8-W
Pismo Arcade 443Cypress.....Pismo Bch-192
Pismo Bowl Pomeroy.....Pismo Bch-191
Red Rooster 501Cypress.....Pismo Bch-186
San Luis Obispo Athletic Club
Morro Rd. Sn Luis Obspo-2618

Ant Control–See Exterminating

Antiques–Dealers
McLinn Gladys K Mrs
736 Buchon.....Sn Luis Obspo-91-W

FOUR THOUGHTFUL ITEMS OF TELEPHONE PROCEDURE—
1. Please answer promptly.
2. Please be on the line when the party you want answers.
3. Please speak distinctly and without hurrying, with the lips close to the mouthpiece.
4. Please replace the receiver gently when through talking.

Apartments
Adams Court Hollister&Dolliver.....Pismo Bch-150
Beach Apartments 266 StimsonAv.....Pismo Bch-19
Bonnie Apts 439 Ocean View.....Pismo Bch-158
Breaker's Apartments 278Hinds.....Pismo Bch-325
Bruce Apartments 956 Swazey...Sn Luis Obspo-1966
Dolliver Apts Dolliver.....Pismo Bch-164
El Marero Hollister.....Pismo Bch-196
Gotham Court 256 Ocean Vw Av....Pismo Bch-106-J
Kuligren Apts Alamo Av.....Atascadero-152
Morro Apartments Kings Av.....Morro Bay-3771
Pine Street Apartments 1918 Pine....Pismo Bch-961
Pizmo Apts Dolliver.....Pismo Bch-107
Place Apartments 801Pin.....Pso Robls-791
Reynolds Lovis 687 Islay.....Sn Luis Obspo-1235
Riverside Apts 13th&Riverside.....Pso Robls-703
Santa Barbara Apts
103 SntaBarbara. Sn Luis Obspo-2928
Sea Garden Motel Apts
Rates By The Day Week or Month
440 Stimson.....Pismo Bch-69
Seashore Apartments
12 Apartments-Weekly & Monthly Rates
Stimson.....Pismo Bch-168
Seaview Apartments.....Cambria-22-Y-3
Stratton Court 450Main.....Pismo Bch-97
Tree House Apts S Highway.....Atascadero-172
Welsh Lyda F
Furnished Apartments
1314 Palm.....Sn Luis Obspo-47
Zegar Apartments 1626 Osos....Sn Luis Obspo-1902

A Directory Advertising Representative will be glad to help you prepare a Classified Directory advertisement that should be most profitable. You can reach him by calling the business office of the telephone company.

Call Us First - Day & Night Service
COIN OPERATED
PHONOGRAPHS
AND
AMUSEMENT DEVICES
% ON PERCENTAGE BASIS %
PATRICK MUSIC CO.
EXCLUSIVE SAN LUIS OBISPO OPERATOR
846 HIGUERA ST.
Phone
PASO ROBLES 588 **PHONE SAN LUIS OBISPO 2394**

Army & Navy Goods

BENO'S ARMY & NAVY STORE
840 Monterey.....Sn Luis Obspo-620
HARBEN ARMY SUPPLY 1221 Spring.Pso Robls-452
LENZNER'S 627-12th.....Pso Robls-761
Mac's Army Supply Store
1334 Spring.....Pso Robls-620
Newberry E Co Inc 1179 Pismo...Sn Luis Obspo-2428
Owens Co 1019Morro.....Sn Luis Obspo-1169
UNIFORM SUPPLY COMPANY
See Our Adv Under Uniforms
1316 Spring.....Pso Robls-938
WHITEY'S LOAN OFFICE
993 Higuera.....Sn Luis Obspo-1768

Asphalt & Asphalt Products

ROSELIP WALTER B
ASPHALT & ASPHALT PRODUCTS
ASPHALTIC PLANT-MIX
ROCK & SAND
GRADING & PAVING
FerrocarrilRd Atascadero-20
If no answer call.....Sn Luis Obspo-785
If no answer call.....Sn Luis Obspo-211-W

Associations

See also Clubs; Fraternal Organizations; Labor Organizations; Etc

Amer Legion Post No 220.....Templtn-36
Atascadero Golf Course Highway.....Atascadero-101
Atascadero Grange Hall Palma Av..Atascadero-214-J
Auto Club of So Calif
1134 Monterey.Sn Luis Obspo-1480
Automobile Club of Southern Calif
District Ofc 1113 Spring.....Pso Robls-1077
Emergency Road Service
1246 Spring.Pso Robls-169-W
Boy Scouts of America
790 Monterey.Sn Luis Obspo-2220
Camp Fire Girls Inc
721 Kentucky.....Sn Luis Obspo-1858-W
Central Labor Council A F of L
1208Pine.Pso Robls-548
Chamber of Commerce 731-12th.....Pso Robls-1510
Chamber of Commerce 987 Osos..Sn Luis Obspo-1414
County Welfare Dept Keetch Bldg....Atascadero-161
Dune Lakes Ltd.....Aroyo Grnde-203-F-3
Eagle's Lodge Bank of America Bldg..Pso Robls-1081
Elks Club 906 Marsh.....Sn Luis Obspo-322
I D E S Hall Assn Mill.....Sn Luis Obspo-1373-W
I O O F Hall 128 Bridge.....Aroyo Grnde-48
Infantile Paralysis Foundation
1804Chorro.Sn Luis Obspo-1817
Labor Local No 1464 A F of L
1530 Monterey.Sn Luis Obspo-256
Lutheran Service Center 845-13th....Pso Robls-1089
Masonic Hall 859 Marsh.....Sn Luis Obspo-626-J
Masonic Temple 112 Poole.....Aroyo Grnde-74-J
Monday Club Monterey.....Sn Luis Obspo-1960
Morro Bay Recreation Center.....Morro Bay-4411
Odd Fellows Hall 500 Dana.....Sn Luis Obspo-168
Paso Robles Almond Growers Assoc
Riverside Av.....Pso Robls-675
Paso Robles Mutual Building & Loan Assn
1211 Park.Pso Robls-613
Paso Robles Women's Club 13th&Oak.Pso Robls-525-J
Red Cross American 991 Osos..Sn Luis Obspo-2630
San Luis Obispo Production Credit Assn
1123 Garden.....Sn Luis Obspo-1386
U S O
Higuera Street U S O
977 Higuera.Sn Luis Obspo-759
N C C S 864 Snta Rosa.....Sn Luis Obspo-2413
N J W B Y W C A U S O
864 Santa Rosa.....Sn Luis Obspo-2787
U S O Building 10th&Park.....Pso Robls-440
Travelers' Aid Service
981 Monterey.Sn Luis Obspo-2675
U S O Travelers Aid Service 823-12th.Pso Robls-1418

Associations–(Cont'd)

Veterans Of Foreign Wars Post 1766
214 Higuera.....Sn Luis Obspo-2142
Veteran's Hall Court House.....Sn Luis Obspo-65
W O W Hall Assn 1212 Chorro..Sn Luis Obspo-595-W
Womens Civic Club 247 Stimson Av...Pismo Bch-83-J

Athletic Goods

See Sporting Goods Headings

Attorneys

Brazil A H 793 Higuera.....Sn Luis Obspo-2082
Buck & O'Reilly
Bank of Amer Bldg.....Sn Luis Obspo-890
Champion Lawton D Bank of Amer Bldg..Pso Robls-76
Dubin H J 997 Higuera.....Sn Luis Obspo-676
Enos L A 1205 Higuera.....Sn Luis Obspo-274
Fisher James D 711-12th.....Pso Robls-333
Fitzgerald M A 793 Higuera.....Sn Luis Obspo-4
Gallagher John P Bank of America Bldg.Pso Robls-161
Grundell Herbert C Court House..Sn Luis Obspo-1683
Harris Richard F Court House....Sn Luis Obspo-1683
Heid F J Jr Harbor View.....Pismo Bch-50
Kaetzel C P 793 Higuera.....Sn Luis Obspo-1868
Lyon Ray B 711-12th.....Pso Robls-333
Muller A V Wickenden Bldg.....Sn Luis Obspo-614
Nelson Albert 1041 Chorro.....Sn Luis Obspo-254
O'Reilly Timothy I
Bank of America Bldg.....Sn Luis Obspo-890
Renetzky Andrew 846 Higuera...Sn Luis Obspo-1033
San Luis Obispo County District Attorney
Court House.Sn Luis Obspo-1683
Shipsey W T 1041 Chorro.....Sn Luis Obspo-282
Webster Alex 1433 Oak.....Pso Robls-41-W

Auctioneers

Kennison & Murphy's Community Sales Yard
Hwy.....Atascadero-270-R
Murphy's Community Sales Yard
Livestock Auction Every Saturday
Highway.....Atascadero-149

Auto-Lite Official Sales And Service

Look on "A" pages under
"Automobile Electrical Service"

Automobile Accessories

See Automobile Parts & Supplies Headings

Automobile Batteries

See Batteries Headings

Automobile Blacksmithing

See Automobile Body Repairing

SHOP IN THE YELLOW PAGES
Whenever you want information about an article, a service or a certain business
LOOK IN THE
Classified
TELEPHONE SECTION

Automobile Body Repairing

BORIACK JOHN STUDEBAKER AGCY
874 Monterey.....Sn Luis Obspo-1469
CLINE'S AUTO BODY SHOP
Fred A Cline Proprietor
640 Marsh.....Sn Luis Obspo-422
If no answer call.....Sn Luis Obspo-1556
HANSEN GUS 1331 Walker.....Sn Luis Obspo-195
Langley's Paint & Body Shop
3405 Spring.....Pso Robls-65
(See Advertisement This Page)
PASO ROBLES BODY WORKS
2815 Vine.....Pso Robls-652
Rader's Paint & Body Shop Main....Morro Bay-4281
UNITED AUTO BODY Highway.....Atascadero-371

Automobile Boxing–See Trucking

Automobile Bumpers

See Automobile Parts & Supplies Headings

Automobile Bus Lines–See Bus Lines

Automobile Camps–See Automobile Courts

Automobile Courts

Atascadero Motor Lodge S Highway.Atascadero-243-J
ATLASTA COURT
Mod Cabins With Bath-C M Hemstreet-Mgr
Wadsworth&Dolliver.....Pismo Bch-112
AUTEL COE 2218 Spring.....Pso Robls-633
BAILEY'S AUTO COURT
Heated Cabins & Kitchenettes
Main.....Pismo Bch-320
BAY AUTO COURT
Completely Furnished For Housekeeping
Morro.....Morro Bay-2931

LANGLEY'S
PAINT & BODY SHOP

Automobile Painting
Body & Fender Work
We Rebuild Wrecks
Guaranteed Workmanship
3405 SPRING
Paso Robles 65
One Block West of Eddie's Taxi Garage

Automobile Courts–(Cont'd)

Beauty Sleep Auto Court S Highway.Atascadero-236-J
BEECHWOOD AUT-O-TEL
74 Higuera.....Sn Luis Obspo-911
BENNETT'S MOTEL 3231 Spring.Pso Robls-1323-W
Blue Bell Motel
Modern Cabins
S Highway.....Sn Luis Obspo-2660
Blue & White Auto Court
Morro Del Mar.....Morro Bay-3922
BUCKLAND'S 101 AUTO COURT
101 Hwy.....Aroyo Grnde-127
Camp Fremont
Mr & Mrs Chas W Schaefer
Cuesta Grade.....Sn Luis Obspo-12-J-2
CAMP STEVENS 1100 Main.....Morro Bay-4161
CASTLE MOTOR INN Pismo Hwy.Sn Luis Obspo-1918
CLIFTON MOTEL
Thermostat Heat Control In All Units
125 Spring.....Pso Robls-1140
Conley Alice M Dolliver & Pismo.....Pismo Bch-341
COTTAGE MOTEL
Formerly Stamm's Motel-Chas H Jeffress
2206 Spring.....Pso Robls-1153-W
COZY CORNER MOTEL
554 Traffic Way.....Aroyo Grnde-259
(See Advertisement This Page)
CRESCENT PARK AUTO COURT
Kitchenettes-Paul B Glassey-Owner
S Highway.....Sn Luis Obspo-2705
DAY'S BLUEBIRD AUTO COURT.....Cambria-76
Dee-Mar-Leen Hinds.....Pismo Bch-312
Deibert's Cottages 527 Ocean View...Pismo Bch-315
DELL AUTO COURT 101 Hwy.....Atascadero-332
Don Vicente Motel 5th&Market.....Morro Bay-2371
EL CAMINO AUTO LODGE
Modern Courts&Kitchenettes
NHighway.....Atascadero-238-J
Embassy Court 209-6th.....Morro Bay-2861
EVERREST MOTOR INN 416 Spring..Pso Robls-552
GLEN OAKS GROCERY
Housekeeping Cabins-Grocery On Premises
S Hwy.....Atascadero-377
GREEN & WHITE AUTO COURT
636 Spring.Pso Robls-303
GREENS AUTO COURT
Restaurant In Connection
.....S Margrita-18-J
GROVER CITY MOTOR COURT
1½ Miles S of Pismo Beach-Ocean View
Completely Furnished-A Quiet Place To Stay
GroverCity.....Aroyo Grnde-293-F-4
HALF MOON MOTOR COURT
30 Modern Heated 2-3 & 4 Room
Housekeeping Cottages
101 Hwy.....Pismo Bch-30
HAMPTON'S AUTO COURT.....Cambria-11-J
Johnny's Inn & Motel
Service Station In Connection
N Highway.....Atascadero-155
Little Siesta Motel S Hwy.....Atascadero-380
Long C M 1670 Monterey.....Sn Luis Obspo-689
(Continued Next Page)

COZY CORNER MOTEL

14 Units
HOUSEKEEPING ACCOMMODATIONS
TRAILER PARK SPACE
BREAKFAST & SANDWICHES
On Main Hy. 101, So. End of Town
Mr. & Mrs. Martin A. Dammann, Owners
CALL ARROYO GRANDE 259
554 TRAFFIC WAY

Automobile Courts–(Cont'd)

Mar Vista Motor Lodge Price.....Pismo Bch-152
Martin's Court 426 OceanVw.....Pismo Bch-213
MIRAMAR COURT
D B Proctor Manager
387 Sn Luis Av.....Pismo Bch-60
Monte Vista Auto Court Bello.....Pismo Bch-207
MORRO STRAND AUTO COURT...Cayucos-12-Y-12
MOTEL INN
See Our Advt Under Hotels
Monterey.....Sn Luis Obspo-1340
MOTEL MARIANNA
New Modern Cabins-Tile Baths
730 Spring.....Pso Robls-417
Mountain Inn Autel Cuesta Grade..S Margrita-19-Y-2
OAKWOOD AUTO CAMP
Mrs E I McPherson-Proprietress
N Hwy.....Atascadero-229
OCEANO BEACH AUTO COURT
Oceano.....Aroyo Grnde-256-F-14
O'REILLY'S GOLDEN RULE AUTO COURTS
Modern Units-Overnight & Kitchenettes
Monterey & Murray.....Sn Luis Obspo-545
PACIFIC MOTEL
Mr & Mrs H Kuden-Props
101 Hwy.....Sn Luis Obspo-14-J-1
Palm's Court Pomeroy.....Pismo Bch-78
Park Auto Court 701-5th.....Morro Bay-3821
Paso Robles Auto Court 940 Spring....Pso Robls-88
Pereira D R.....Cayucos-9-R
R W B AUTO COURT
Kitchenettes-Beer Bar&Groceries
3220 Spring.....Pso Robls-626
RANCHOTEL
See Our Advt Under Hotels
1900 Monterey.....Sn Luis Obspo-2333
Reid's Auto Court 5th.....Morro Bay-4181
Restwell Court Sn Luis&Price.....Pismo Bch-105
Rose Bowl Court 1575 Monterey..Sn Luis Obspo-647
Rose Guy 101 Hwy.....Pismo Bch-3-Y-2
SEASHORE MOTOR INN.....Cambria-42-R
Shell Beach Inn Highway.....Pismo Bch-10-J
SHORELINE MOTOR COURT
H J Stevens Manager
.....Cayucos-26
SLEEP OFF THE HI-WAY MOTOR LODGES
One Block Off 101 Highway
1000 South.....Sn Luis Obspo-791
Stander J W Mrs Auto Court
1607 Riverside.....Pso Robls-1316
STAR AUTO COURT
M F Harpster-Manager
6th & Morro.....Morro Bay-2321
STAR AUTO COURT
Trailer Camp-Fred B Connelly-Prop
PismoHwy.....Sn Luis Obspo-872-W
Stewart Cabins 1221 Price.....Pismo Bch-335
Sunset Auto Court 101 Hwy.....Pismo Bch-313
SUNSET VIEW MOTEL.....Cambria-45-R
Swans Motel S Highway.....Sn Luis Obspo-2019
TEMPLETON AUTO COURT Highway...Templtn-33
Thompson's Auto Court
3747 Spring.Pso Robls-1516-W
Tower Motor Lodge 3111 Spring.....Pso Robls-368
Trailer Village 3341 Spring.....Pso Robls-329
Valley Court 284 Stimson Av.....Pismo Bch-184
Wallace Ella L 312Cypress.....Pismo Bch-106-W
Wave Court 248 Hinds.....Pismo Bch-9
Wigwam Court Cypress.....Pismo Bch-185

Automobile Dealers–New Cars

Booth Bros 836-13th.....Pso Robls-5
Booth Bros 1103 Higuera.....Sn Luis Obspo-174
BORIACK BILL NASH AGCY
1005 Monterey.....Sn Luis Obspo-836
(See Advertisement Opposite Page)
BORIACK JOHN STUDEBAKER AGCY
874 Monterey.....Sn Luis Obspo-1469
(See Advertisement Opposite Page)
(Continued on pages 7 and 8)

DAVID L. FAIR

CHRYSLER PLYMOUTH

DIRECT FACTORY DEALER

Body & Fender Work

Parts Distributor

Complete Automotive Service
All New Equipment
Wheel Alignment - Welding

San Luis Obispo 978

Cash Paid for Used Cars
1330 MONTEREY

"Bill" BORIACK'S GARAGE

Authorized Sales & Service

NASH CARS
AND
INTERNATIONAL TRUCKS

Complete Line of Parts

24-HOUR TOWING SERVICE

Phone
San Luis Obispo 836
If no answer call **San Luis Obispo 3**

1005 MONTEREY SAN LUIS OBISPO

John Boriack

STUDEBAKER
Sales & Service

FULL LINE OF PARTS FOR STUDEBAKER CARS & TRUCKS
BODY & FENDER REPAIRS
AUTO ELECTRICAL SERVICE

Complete Automotive Service
BRAKE SERVICE - WHEEL ALIGNING
GENERAL AUTO REPAIRS

874 Monterey *Phone* **SAN LUIS OBISPO 1469**

CHEVROLET
CARS & TRUCKS
Sales & Service
• Complete Body and Fender Work
• Genuine Parts & Accessories
• General Auto Repairing
• Emergency Towing Service
• Auto Painting
SID NICHOLS
Chevrolet
AUTHORIZED DEALER
SALES & SERVICE
Paso Robles 786
1305 Spring St.

MERCURY 8 Ford LINCOLN ZEPHYR
AUTHORIZED SALES & SERVICE
REPAIRING - AUTO PAINTING
BODY & FENDER WORK
SUPER SERVICE STATION
E. H. THRESH INC.
Phone SAN LUIS OBISPO 102
If No Answer Call San Luis Obispo 439
1101 Monterey St. San Luis Obispo

We Buy and Sell Good
USED CARS
BUICK
SALES & SERVICE
GMC TRUCKS
SALES & SERVICE
National Auto Club Service
BASIL A. TUNISON
1501 Spring Paso Robles 14

Automobile Dealers–New Cars–(Cont'd)

BUICK MOTOR CARS—
KAMM C H & CO 1034 Monterey. Sn Luis Obspo-162
TUNISON BASIL A 1501 Spring. . . . Pso Robls-14

CADILLAC-LASALLE SALES & SERVICE

"STANDARD OF THE WORLD"

"WHERE TO BUY IT"

Standard Motor Sales 990 Higuera. Sn Luis Obspo-44
TURNER PAUL L 1020 Park. . . . Pso Robls-1000

Chevrolet Agency 1039Monterey. . Sn Luis Obspo-1304

CHEVROLET MOTOR CARS—
NICHOLS SID CHEVROLET
1305 Spring. . . . . Pso Robls-786

CHRYSLER MOTOR CARS—
FAIR DAVID L 1330Monterey. Sn Luis Obspo-978

DE SOTO MOTOR CARS—
MANN R W BOB 1139-13th. . . . . Pso Robls-666
McGREGOR MOTORS CO 1255Monterey. Sn Luis Obspo-542

DODGE MOTOR CARS—
BOOTH BROS 836-13th. . . . . Pso Robls-5
BOOTH BROS 1103 Higuera. . Sn Luis Obspo-174

FAIR DAVID L 1330Monterey. . . . Sn Luis Obspo-978
(See Advertisement Page 6)

FORD MOTOR CARS—
PALMER GUY W 401 Traffic Way. Aroyo Grnde-47
THRESH E H INC 1101 Monterey. Sn Luis Obspo-102

Harris Truman A 1302 Pine. . . . . Pso Robls-53
KAMM C H & CO 1034 Monterey. . Sn Luis Obspo-162
KIMBALL MOTOR SERVICE
286 Higuera. . . . . Sn Luis Obspo-261
(See Advertisement Opposite Page)

LASALLE SERVICE
See "Cadillac-LaSalle Sales & Service" under this Classification

McGREGOR MOTORS CO
1255 Monterey. . . . . Sn Luis Obspo-542
(See Advertisement Opposite Page)
(Continued Next Page)

Willys Jeep
SAN LUIS OBISPO WILLYS-JEEP
Authorized Dealer
WILLYS MOTOR CARS AND TRUCKS
O. E. MEYER
PHONE
SAN LUIS OBISPO 1202
205 HIGUERA STREET

Automobile Dealers–New Cars–(Cont'd)

NASH

Courteous, friendly Nash service does more to preserve your car. Visit the Nash Dealer below nearest you for service on all cars . . . at reasonable prices.

Nash

"FOR SERVICE CALL"
BORIACK BILL NASH AGENCY
1005 Monterey. . . . . Sn Luis Obspo-836

OLDSMOBILE SALES AND SERVICE

SERVICE FOR ALL MAKES OF CARS

OUR JOB—*"KEEP 'EM ROLLING"*
"FOR SERVICE CALL"

SCHMIDT WM F 1628 Spring. . . Pso Robls-1090
Standard Motor Sales 990Higuera. Sn Luis Obspo-44

Packard Sales & Service 565 Higuera. Sn Luis Obspo-525
Palmer Guy W 401 Traffic Way. . . . . Aroyo Grnde-47

PLYMOUTH MOTOR CARS—
BOOTH BROS 836-13th. . . . . Pso Robls-5
BOOTH BROS 1103 Higuera. . Sn Luis Obspo-174
FAIR DAVID L 1330Monterey. Sn Luis Obspo-978
MANN R W BOB 1139-13th. . . . . Pso Robls-666
McGREGOR MOTORS CO 1255Monterey. Sn Luis Obspo-542

PONTIAC MOTOR CARS—
KIMBALL MOTOR SERVICE
286 Higuera. . . . . Sn Luis Obspo-261
TURNER PAUL L 1020 Park. . . . Pso Robls-1000

Reinke Paul A 1130 Pine. . . . . Pso Robls-659
Routzahn Motor Co 636Higuera. . Sn Luis Obspo-1470
SAN LUIS OBISPO WILLYS-JEEP
205 Higuera. . . . . Sn Luis Obspo-1202
(See Advertisement Opposite Page)
SCHMIDT WM F 1628 Spring. . . . . Pso Robls-1090

STUDEBAKER SALES AND SERVICE

TOP QUALITY REPAIR AND MAINTENANCE SERVICE for Studebaker and other makes of cars and trucks

"WHERE TO CALL"
AUTHORIZED SALES & SERVICE
SERVICE GARAGE 917-12th. . . . Pso Robls-35-R

Thresh E H Inc 1101 Monterey. . . . Sn Luis Obspo-102
Tunison Basil A 1501 Spring. . . . . Pso Robls-14
(See Advertisement Opposite Page)

TUNISON BASIL A
Buick & General Motors-Trucks
1501 Spring. . . . . Pso Robls-514
TURNER PAUL L 1020Park. . . . . Pso Robls-1000
(See Advertisement This Page)

WILLYS MOTOR CARS-TRUCKS & JEEPS—
SAN LUIS OBISPO WILLYS-JEEP
205 Higuera. . . . . Sn Luis Obspo-1202

DE SOTO PLYMOUTH
Authorized Sales & Service
MACK TRUCKS
Auto & Truck Repair Service
McGREGOR MOTORS CO.
1255 MONTEREY STREET
Phone
San Luis Obispo 542

PAUL L. TURNER
CADILLAC - LA SALLE
PONTIAC
AUTHORIZED SALES & SERVICE
COMPLETE REPAIR SERVICE
On All Makes
1020 PARK
Paso Robles 1000

DODGE SERVICE PLYMOUTH
Authorized Sales & Service
DODGE & PLYMOUTH
SALES & SERVICE
DODGE JOB-RATED TRUCKS
BOOTH BROTHERS
OF PASO ROBLES
836-13th Paso Robles 5

KIMBALL MOTOR COMPANY
PONTIAC GMC TRUCKS
AUTHORIZED SALES & SERVICE
GMC GASOLINE DIESEL TRUCKS
NEW CARS - USED CARS
REPAIRING ALL MAKES
Phone San Luis Obispo 261
286 Higuera Street

Complete

- **Automobile Repairing**
- **Front Axle Correcting**
- **Reboring - Overhauling**
- **Complete Brake Service**
- **Motor Tune-up**
- **Carburetor Service**
- **Lubrications**

Modern Up-to-Date Equipment to Serve You Better

We Buy & Sell Good Guaranteed Used Cars

BILL PAYS MORE SELLS FOR LESS

Ask for Bill at

BELLO GARAGE

Phone
SAN LUIS OBISPO 116

1234 Broad — San Luis Obispo

UNITED SERVICE MOTORS

LOPER & ANDERSON
Auto Electric Parts
San Luis Obispo 123
Higuera and Nipomo Streets

ED'S SERVICE

Motor Tune-up
Carburetor
Service
Automobile
Electrician

Telephone
San Luis Obispo 123
Higuera and Nipomo Street

Automobile Dealers–Used Cars

AGUEDA HENRY E Branch.....Aroyo Grnde-91
Bello Garage & Machine Shop
1234 Broad.....Sn Luis Obspo-116
(See Advertisement This Page)
Bill's Used Cars 1234 Broad.....Sn Luis Obspo-116

BORIACK JOHN STUDEBAKER AGCY
USED CARS
Late Models Bought & Sold
High Prices Paid For Used Cars
874 Monterey.....Sn Luis Obspo-1469

CLAASSEN'S RADIATOR SHOP
1534 Spring. Pso Robls-909-W
FRENETTE'S GARAGE S Highway....Atascadero-85
HENRY'S WRECKING EXCHANGE
101 Hwy. Aroyo Grnde-238-F-21
McGregor Motors Co
1255 Monterey.....Sn Luis Obspo-542
Palmer Guy W 401 Traffic Way.....Aroyo Grnde-47
Rountree & Nye Used Cars
100 Traffic.....Aroyo Grnde-54-J
STANDARD MOTOR SALES
990 Higuera. Sn Luis Obspo-44
Thresh E H Inc 1101 Monterey....Sn Luis Obspo-102
(See Advertisement Page 8)

Automobile Electrical Service

AUTO-LITE OFFICIAL SALES AND SERVICE

Official Auto-Lite Service Stations are fully equipped and qualified to render complete service on starting, lighting and ignition.
"Auto-Lite Means Auto Life."

ELECTRIC AUTO-LITE SERVICE

"WHERE TO BUY IT"
Loper & Anderson
Higuera&Nipomo. Sn Luis Obspo-123

ED'S SERVICE Higuera & Nipomo.Sn Luis Obspo-123
(See Advertisement This Page)
HIBBARD & HIBBARD.1233 Spring..Pso Robls-220
Loper & Anderson
Higuera&Nipomo. Sn Luis Obspo-123
(See Advertisement This Page)

Automobile Equipment
See Automobile Parts & Supplies Headings

Automobile Flywheel Repairing
See Automobile Repairing; also Welding

Automobile Frame Repairing
See Automobile Wheel, Axle & Frame Repairing

Automobile Generator Service
See Automobile Electrical Service

Automobile Ignition Service
See Automobile Electrical Service

The Electrical Gun Director was developed by Bell Telephone Laboratories and made by Western Electric Company during World War II. Employing more than 100 vacuum tubes, it solves in 15 seconds mathematical equations that would take a trained mathematician more than 5 hours to do.

Automobile Painting

Fairbairn E B Paint & Body Shop
3405 Spring. Pso Robls-1060
Langley's Paint & Body Shop
3405 Spring.....Pso Robls-65
Spink Ray 1365 Monterey.....Sn Luis Obspo-754
(See Advertisement This Page)
UNITED AUTO BODY Highway.....Atascadero-371

Automobile Paints–See Paints Headings

Automobile Parts & Supplies–Retail

Bello's Auto & Home Supply
886 Monterey.....Sn Luis Obspo-12
CHEVROLET GENUINE FACTORY PARTS–
NICHOLS SID CHEVROLET
1305 Spring.....Pso Robls-786
Cooperative Farmers Supply Co Inc
1311 Park. Pso Robls-344
Firestone Stores 710Higuera.....Sn Luis Obspo-130

GENERAL AUTO PARTS
Auto Parts, Supplies & Equipment
For Cars, Trucks & Tractors
Dupont Automobile Paints
1218 Pine.....Pso Rbls-280
If no answer call.....Pso Rbls-697

Loper&Anderson Higuera&Nipomo.Sn Luis Obspo-123
Paso Robles Auto Parts
Auto-Lite Official Sales & Service
720-10th.....Pso Robls-505
Petersen Auto Parts 742 Marsh..Sn Luis Obspo-1106
RAGSDALE MOTOR PARTS
110 Branch.....Aroyo Grnde-130
Sears Roebuck & Co 879 Higuera..Sn Luis Obspo-760

STANDARD AUTO PARTS
AUTO PARTS
For Cars, Trucks & Tractors
Automotive Finishes
1085 Higuera.....Sn Luis Obspo-1200
If no answer call....Sn Luis Obspo-2072-W

Tanner Western Auto Supply
E Branch.....Aroyo Grnde-12
Tunison Basil A 1501 Spring.....Pso Robls-14
Universal Auto Parts Co
969 Monterey. Sn Luis Obspo-1418
Western Auto Supply Co 829-13th....Pso Robls-596
WESTERN AUTO SUPPLY CO
951 Higuera. Sn Luis Obspo-993
If no answer call.....Sn Luis Obspo-1143-R
WESTSIDE AUTO PARTS CO
1229 Monterey. Sn Luis Obspo-908

Automobile Parts & Supplies–Whsle & Mfrs

Paso Robles Auto Parts 720-10th.....Pso Robls-505
(See Advertisement This Page)

UNIVERSAL AUTO PARTS CO
QUALITY - SERVICE - PARTS
For
ALL CARS, TRUCKS AND TRACTORS
Continuous Service
969 Monterey.....Sn Luis Obspo-1418
If no answer call....Sn Luis Obspo-1891-J
Or.....Sn Luis Obspo-849-J

"Factory Finish"

PAINT JOBS

AUTO PAINTING
BODY, TOP and UPHOLSTERY WORK
BY
RAY SPINK
1365 MONTEREY ST.
Phone
San Luis Obispo 754

UNITED SERVICE MOTORS — AUTHORIZED SALES & SERVICE — ELECTRIC AUTO-LITE SERVICE

UNITED MOTORS & AUTO-LITE
Parts, Accessories & Supplies
For Cars - Trucks - Tractors
PASO ROBLES AUTO PARTS
720-10th — **Paso Robles 505**
After 6 P.M. & Sundays & Holidays
Call Paso Robles 1127 or Paso Robles 1425

REPAIR SERVICE

When one of the many household articles gets out of order, you will find a repair service quickly and easily when you

LOOK IN THE
Classified
TELEPHONE SECTION

RADIATOR
Repair • Service
AUTO • TRUCKS & TRACTORS

• RECORING • CLEANING
• REBUILDING

Phone San Luis Obispo 450-W

FRANKLIN RADIATOR SERVICE

306½ Higuera — San Luis Obispo

TOWING

PHONE:
San Luis Obispo 2403
MOTOR TUNE-UP - CARBURETORS
IGNITION
BRAKES ADJUSTED & RELINED
WHEEL ALIGNMENT

LEIGH POWERS GARAGE
452 HIGUERA STREET

Automobile Radiator Repairing

BANK'S RADIATOR & BATTERY REPAIR SHOP
1011 Toro . Sn Luis Obspo-2184
CLAASSEN'S RADIATOR SHOP
1534 Spring . Pso Robls-909-W
FRANKLIN RADIATOR SERVICE
306½ Higuera . . . . . Sn Luis Obspo-450-W
(See Advertisement This Page)

Automobile Radios–See Radio Dealers

Automobile Repairing

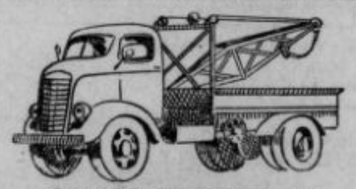
Al's Brake Service 1175 Monterey . Sn Luis Obspo-2234
(See Advertisement Opposite Page)
ATASCADERO GARAGE
Complete Auto Repairs&Welding
Hwy Atascadero-16
ATASCADERO MOTOR SERV
101 Hwy Atascadero-368
(See Advertisement Page 14)

AUTO ELECTRIC & BRAKE SERVICE
MOTOR TUNE-UP
BRAKE & ELECTRICAL
SERVICE
751 Marsh . . . . . Sn Luis Obspo-171-W

(Continued Next Page)

All large guns of the United States Navy are pointed by radars designed by Bell Telephone Laboratories and made by the Western Electric Company.

24-HOUR
LOCAL & LONG DISTANCE
AUTO & TRUCK TOWING



COMPLETE AUTOMOBILE AND TRUCK RECONSTRUCTION
BODY & FENDER REPAIRS
AUTO PAINTING
FRAME STRAIGHTENING

Call **PASO ROBLES 652**

PASO ROBLES BODY WORKS
2815 VINE STREET

Automobile Repairing–(Cont'd)

BELLO GARAGE & MACHINE SHOP
COMPLETE
AUTOMOBILE REPAIRING
Brake Service
Front Axle Correcting - Lubricating
Reboring - Machining - Overhauling
Washing - Pick Up and Delivery
1234 Broad . . . . . Sn Luis Obspo-116

BILL'S AUTO REPAIR
AUTO REPAIRING
MOTOR TUNE-UP
BRAKE SERVICE
IGNITION & ELEC. SERVICE
2544 Riverside . . . . . Pso Rbls-710

Booth Bros 836-13th . . . . . Pso Robls-5
(See Advertisement Page 9)
BORIACK JOHN STUDEBAKER AGCY
874 Monterey . . . . . Sn Luis Obspo-1469
BROWN GORDON C Roosevelt Hwy . . Morro Bay-2952
Caccia Howard 740 D . . . . . Morro Bay-4621

CAMBRIA PINES GARAGE
COMPLETE
AUTOMOBILE—REPAIRING
BRAKE SERVICE & TOWING
WHEEL ALIGNMENT & BALANCE
We Pick Up and Deliver
CURTIS WOODLAND, Prop.
Hwy No 1 . . . . . Cambria-45-M

(Continued Next Page)

COMPLETE BODY & FENDER WORK

AUTOMOBILE PAINTING
AUTO GLASS
GENERAL REPAIRING
AND
TOWING SERVICE

O. D. PHILLIPS
UNITED AUTO BODY
101 Highway
Phone Atascadero 371

Two Locations To Serve You...

- Gas & Oil
- Auto Repairs
- Tires & Batteries
- Accessories
- Open Day & Nite

24-Hour Service

MELVIN R. PIERCE
RICHFIELD BEACON SERVICE STATION
SO. HIGHWAY
Phone Paso Robles 19-F-15

RICHFIELD REPAIR SERVICE
703 SPRING
Phone Paso Robles 17

COMPLETE AUTO REPAIR SERVICE

MOTOR REBUILDING
REBORING & CRANKSHAFT GRINDING
BRAKE SERVICE - WHEEL ALIGNING
All Work Guaranteed

AL'S BRAKE SERVICE
Phone San Luis Obispo 2234
1175 MONTEREY

Complete AUTO SERVICE

REPAIRING & RECONDITIONING
IGNITION - CARBURETION - MOTOR
BRAKE SERVICE

STINCHFIELD'S GARAGE

1348 Railroad — PASO ROBLES **1535**

ATASCADERO MOTOR SERVICE

MOTORS REBUILT AND MOTOR TUNE-UP REGRINDING AND REBORING

Phone **Atascadero 368**
On 101 Highway

WATKINS AUTO REPAIR

G. G. WATKINS, *Prop.*
GENERAL AUTO OVERHAULING
AND
MOTOR REBUILDING

N. Riverroad — **Paso Robles 1050**

Complete
AUTOMOTIVE SERVICE
• LUBRICATING
• WASHING & POLISHING
• DAY & NITE TOWING

SMITTY'S SERVICE STATION

Roosevelt Hwy. — **Morro Bay 2954**

Automobile Repairing–(Cont'd)

CHEVROLET AUTHORIZED SALES & SERVICE—
NICHOLS SID CHEVROLET
1305 Spring ..... Pso Robls-786

CITY LIMITS AUTO REPAIR
24-HOUR SERVICE
AUTO REPAIRING
BODY & FENDER WORK
AUTO PAINTING - TOWING
3803 Spring ..... Pso Robls-1516-J

Davis Harry E 102 Branch ..... Aroyo Grnde-8-R
FRENETTE'S GARAGE S Highway Atascadero-85
Hansen Gus 1331 Walker ..... Sn Luis Obspo-195
Highway Garage 285 Price ..... Pismo Bch-119
Hoover W A Santa Lucia & Portola ... Atascadero-241
HOVE ED Templtn-6-W
Hughes Ben General Petroleum Service Station
600 Marsh. Sn Luis Obspo-1963
KAMM C H & CO
Buick Specialists
1034 Monterey ..... Sn Luis Obspo-162
LANGAN M B BUICK GARAGE Cambria-2
Larsen Peter 1027 Nipomo ..... Sn Luis Obspo-814
McGREGOR MOTORS CO
1255 Monterey. Sn Luis Obspo-542
Nichols Sid Chevrolet 1305 Spring .... Pso Robls-786
(See Advertisement Page 8)
Ocean View Garage Main ..... Morro Bay-2421
PASO ROBLES BODY WORKS
2815 Vine ..... Pso Robls-652
(See Advertisement Page 12)
Paul's Truck & Auto Reprng Serv
Highway Templtn-19-J

PIMENTEL&WEAVER GARAGE
TRUCK REPAIRS
AND
MAINTENANCE
HEAVY EQUIPMENT DIESEL REPAIRS
24-HOUR SERVICE •
101 Hwy ..... Sn Luis Obspo-1360
Residence ..... Sn Luis Obspo-408-M

POWERS LEIGH GARAGE
452 Higuera ..... Sn Luis Obspo-2403
(See Advertisement Page 12)
(Continued Next Page)

By keeping a list of frequently called numbers—you can save much time and effort. There is space for this purpose in the front of your Directory which you may find helpful.

RAY SMITH
Automotive Service
BODY & FENDER WORK
Auto Painting
Finest
Auto Repairing
"WRECKS REBUILT"
Highway — **Atascadero 385**

Automobile Repairing–(Cont'd)

RADER'S PAINT & BODY SHOP
COMPLETE
AUTOMOTIVE REPAIRS
AUTO PAINT SHOP
BODY & FENDER REPAIRS
Auto Towing - Day & Night Service
Main ..... Morro Bay-4281
If no answer call ..... Morro Bay-3051

Ragsdale Motor Parts 110 Branch ... Aroyo Grnde-130
Richfield Beacon Service Station
S Hwy ..... Pso Robls-19-F-15
(See Advertisement Page 13)
ROUTZAHN MOTOR CO
Repairs All Makes Cars & Trucks
636 Higuera ..... Sn Luis Obspo-1470

SEASIDE GARAGE
Tom & Gilbert Roberts, Props.
AUTO BODY & FENDER
REPAIRING - PAINTING
General Repairs & Servicing
MOTOR TUNE-UP
821 Price ..... Pismo Bch-33

Service Garage
Studebaker Authorized Sales & Service
917-12th ..... Pso Robls-35-R
Smith Ray Automotive Service
Highway Atascadero-385
(See Advertisement Opposite Page)
Smitty's Service Station
Roosevelt Hwy ..... Morro Bay-2954
(See Advertisement Opposite Page)
Spink Ray 1365 Monterey ..... Sn Luis Obspo-754
Standard Auto Parts
1085 Higuera. Sn Luis Obspo-1200
Stinchfield's Garage 1348 Railroad ... Pso Robls-1535
(See Advertisement Opposite Page)
Thresh E H Inc 1101 Monterey .... Sn Luis Obspo-102
United Auto Body Highway Atascadero-371
(See Advertisement Page 13)
Watkins Auto Repair N Riverroad .... Pso Robls-1050
(See Advertisement Opposite Page)

Automobile Rims
See Automobile Parts & Supplies Headings

Automobile Servicing
See Automobile Repairing

Automobile Signals
See Automobile Parts & Supplies Headings

Automobile Starter Repairing
See Automobile Electrical Service

Automobile Supplies
See Automobile Parts & Supplies Headings

Automobile Tires–See Tires Headings

A thoughtful party-line user answers her telephone bell promptly . . . places her own calls accurately, so that they do not have to be placed again . . . does not monopolize the telephone at the inconvenience of others . . . teaches children, too, the little telephone kindnesses . . . and when her telephone is not in use, sees that it is hung up.

Automobile Towing

BORIACK STORAGE GARAGE
24-Hour Towing Service
1005 Monterey ..... Sn Luis Obspo-3
FRENETTE'S GARAGE S Highway Atascadero-85
NATIONAL AUTO CLUB TOWING SERVICE—
HIGHWAY GARAGE 285 Price ... Pismo Bch-119
PASO ROBLES BODY WORKS
2815 Vine ..... Pso Robls-652
PIONEER GARAGE
Auto Club Of S Cal Road Service
1246 Spring ..... Pso Robls-169-W
If no answer call ..... Pso Robls-355-J
POWERS LEIGH GARAGE
452 Higuera ..... Sn Luis Obspo-2403
RADER'S PAINT & BODY SHOP
Auto Club of S Calif-Day & Night Service
Main ..... Morro Bay-4281
Thresh E H Inc 1101 Monterey .... Sn Luis Obspo-102

Automobile Trucks
See Trucks–Motor Headings

Automobile Upholsterers
PASO ROBLES AWNING CO
707 Spring. Pso Robls-646

Automobile Washing & Polishing

JACK'S CHEVRON SERVICE
Automotive Steam Cleaning
Washing & Polishing
STANDARD OIL PURODUCTS
LUBRICATING
ATLAS TIRES & BATTERIES
Palm & Morro ..... Sn Luis Obspo-1806
If no answer phone. . Sn Luis Obspo-2628-R

Automobile Welding–See Welding

Automobile Wheel, Axle & Frame Repairing

Al's Brake Service 1175 Monterey. Sn Luis Obspo-2234
BELLO GARAGE & MACHINE SHOP
1234 Broad. Sn Luis Obspo-116
HUGHES BEN GENERAL PETROLEUM SERVICE STATION
Axle & Wheel Aligning Specialists
600 Marsh ..... Sn Luis Obspo-1963

Automobile Wreckers

Dewey's Auto Wrecking
214 Higuera. Sn Luis Obspo-2142
FRIENDLY AUTO WRECKERS
Bert Jones & Arthur Poulter
Used Parts For Cars & Trucks
We Buy Wrecks-Running Or Not
1130-13th ..... Pso Robls-4
In Emergency Call ..... Pso Robls-925-W
FRENETTE'S GARAGE S Highway Atascadero-85
Henry's Wrecking Exchange
101 Hwy. Aroyo Grnde-238-F-21
PASO ROBLES SALVAGE CO
Auto&Truck Parts New&Used
We Buy&Sell Used Cars&Trucks
1132 E13th ..... Pso Robls-360
WESTSIDE AUTO PARTS CO
Auto Parts New & Used
Trucks & Cars Wanted
1229 Monterey. ..... Sn Luis Obspo-908

For full use of your telephone, please keep your instrument "hung up"—ready for service!

BILLIE'S
TOY & BABY SHOP
San Luis Obispo's Original Baby Shop
Complete Line
INFANTS' & CHILDREN'S WEAR
GIFTS & TOYS
Telephone
SAN LUIS OBISPO 2628-W
856 MONTEREY

R. H. BRADLEY
PIES

DELICIOUS PIES
MADE FRESH DAILY
"Fresh Pies To Take Home"
PHONE
San Luis Obispo 861
1804 Osos San Luis Obispo

ATASCADERO BAKERY

Specializing in
DECORATED CAKES
and
FINE QUALITY PASTRIES
ONLY BEST INGREDIENTS USED
ON MAIN HIGHWAY
Phone Atascadero 182

Baby Shops

See also Children's & Infants' Garments–Retail

BILLIE'S TOY & BABY SHOP
856 Monterey. Sn Luis Obspo-2628-W
(See Advertisement This Page)
HAMILTON J E 718 Higuera.....Sn Luis Obspo-49

Baggage–See Luggage Headings

Bakers–Pie–See Pies–Pastry

Bakers–Retail

ARROYO GRANDE BAKERY
104 Branch.....Aroyo Grnde-248
Atascadero Bakery Highway.....Atascadero-182
(See Advertisement This Page)
Bradley R H Pies 1804 Osos.....Sn Luis Obspo-861
(See Advertisement This Page)
Delite Bakery & Delicatessen
The House of Quality
723 Higuera.....Sn Luis Obspo-437
Favorite Bakery Morro & Marsh..Sn Luis Obspo-1615
Jones Tyrus W 407 Cypress.....Pismo Bch-75
PASO ROBLES BAKERY
Spec Wedding-Birthday-Party Cakes
1229 Park.....Pso Robls-228
Peerless Bakery 850 Higuera.....Sn Luis Obspo-1111
Plant 584 Higuera.....Sn Luis Obspo-319
Pismo Bakery
Home Made Bread-Pies-Pastries
407 Cypress.....Pismo Bch-75

Bakers–Whsle

ARROYO GRANDE BAKERY
104 Branch.....Aroyo Grnde-248
ELLIOTT JOHN D
Dolly Madison Cakes
364 Hathway.....Sn Luis Obspo-528
Favorite Bakery 638 Marsh.....Sn Luis Obspo-752
Peerless Bakery 584 Higuera.....Sn Luis Obspo-319
Weber Baking Co 283Lincoln.....Sn Luis Obspo-214
Weber Baking Co Ltd
San Benito Rd.....Atascadero-129-M
Weber Baking Co Ltd 245 Olive.....Pso Robls-461

Banks

Bank of America
Arroyo Grande Branch 100 Branch. Aroyo Grnde-16
Atascadero Branch Traffic Wy....Atascadero-107
Pismo Beach Branch Pomeroy.....Pismo Bch-115
Bank of America National Trust & Savings Association
Cambria Branch.....Cambria-57
Paso Robles Branch Bk of AmericaBg. Pso Robls-11
San Luis Obispo Branch Higuera.Sn Luis Obspo-146
Security-First National Bank of L A
799 Higuera. Sn Luis Obspo-397

Barbers

Anderson Barber Shop
953 Monterey. Sn Luis Obspo-1216
Buzz Barber & Beauty Shop
108 Branch. Aroyo Grnde-57
Cape Barber Shop 1320 Spring.....Pso Robls-1112
Cates Barber & Beauty Shop 709-12th..Pso Robls-79
Cosy Barber Shop 980 Montrey. Sn Luis Obspo-1858-J
Tex's Barber Shop 1210 Park.....Pso Robls-84

Basement Cleaning–See Rubbish Hauling

Bathing Suits–See Sportswear Headings

An estimated 107,600,000 telephone conversations are completed daily in the United States—this includes both local and long distance calls.

Baths

NEVINS' HOT MINERAL BATHS
See Our Advertisement Under Massage
840-11th.....Pso Robls-619
ONTARIO HOT SPRINGS
PismoRd. Sn Luis Obspo-7-R-2
Sycamore Mineral Springs
Avila Rd. Sn Luis Obspo-8-J-12

Batteries–Repairing

Banks' Radiator & Battery Repair Shop
1011 Toro. Sn Luis Obspo-2184

Batteries–Retail

AUTO-LITE BATTERIES–
LOPER & ANDERSON
Higuera&Nipomo. Sn Luis Obspo-123
BELLO GARAGE & MACHINE SHOP
1234 Broad. Sn Luis Obspo-116
Brown Gordon C Roosevelt Hwy.....Morro Bay-2952
EXIDE BATTERIES

Call any Exide Dealer listed below—dependable service on all makes. Their honest, accurate advice prolongs your battery's life.

Exide

When it's an Exide you start.

"FOR SERVICE CALL"
WHOLESALE
UNIVERSAL AUTO PARTS CO
969 Monterey. Sn Luis Obspo-1418
RETAIL DEALERS
CAMBRIA PINES GARAGE
HwyNo1. Cambria-45-M
LANGAN M B BUICK GARAGE.....Cambria-2
Norwalk Service Station
1088 Higuera.....Sn Luis Obspo-1913
OCEAN VIEW GARAGE Main....Morro Bay-2421
Standard Motor Service
990 Higuera.....Sn Luis Obspo-22
STAR GARAGE Highway.....S Margrita-3

FISK BATTERIES

RECHARGING
RENTAL
Prompt, Dependable Service
ON ALL MAKES

*TIME TO RE-TIRE — Reg. U. S. Pat. Off.
"WHERE TO BUY IT"
DISTRIBUTOR
MADDALENA TIRE CO
Higuera&Osos. Sn Luis Obspo-79

GENERAL AUTO PARTS 1218Pine...Pso Robls-280
HIBBARD & HIBBARD 1233 Spring...Pso Robls-220
HOVE'S TEXACO SERVICE Highway...Templtn-24
MADDALENA TIRE CO
General & Fisk Batteries
Higuera&Osos.....Sn Luis Obspo-79
Thompson Frank W 101 Hwy.....Templtn-14-W
Upton's Service Station
1919 Broad. Sn Luis Obspo-132
WESTSIDE AUTO PARTS CO
1229Monterey. Sn Luis Obspo-908

Batteries–Whsle & Mfrs

HOBBS BATTERIES–
STANDARD AUTO PARTS
1085 Higuera. Sn Luis Obspo-1200

Bearings–Ball & Roller

Philpott George M Co 1160 Bryant San Francisco
(Toll) Call "Operator" for.....Hemlock-5475

Beauty Shops

Alma's Beauty Shop 1208Pine.....Pso Robls-548
ANDERSON HOTEL BEAUTY SALON
963Monterey. Sn Luis Obspo-964
Artistic Beauty Shop 517-13th.....Pso Robls-1011
Atwood's Beauty Shop 5th.....Morro Bay-2191
Beaute Art Salon 1121 Chorro....Sn Luis Obspo-324
Betty's Beauty Shop Ketch Bldg.....Atascadero-36
Buzz Barber & Beauty Shop
108 Branch. Aroyo Grnde-57
Calateiro G Madam 339 Peerless.....Pismo Bch-221
CATES BARBER & BEAUTY SHOP
709-12th. Pso Robls-79
Collett Beauty Shop Grand.....Aroyo Grnde-230-F-4
COLONIAL BEAUTY SALON 817-12th. Pso Robls-48
ELITE BEAUTY SALON 440 Cypress..Pismo Bch-82
Elite Beauty Salon 1120 Morro...Sn Luis Obspo-601
(See Advertisement This Page)
(Continued Next Page)

ELITE BEAUTY SALON

COMPLETE BEAUTY SERVICE
Specializing in
COLD WAVES
Machine - Machineless
PERMANENTS
Complete Line of
DERMETIC COSMETICS
GLADYS HAMMETT, *Owner*
Phone
San Luis Obispo 601
1120 Morro Sn Luis Obispo

Irene's Beauty Salon
COLD WAVES
Machine or Machineless Permanents
Corrective Scalp and Facial Treatments

Phone
San Luis Obispo 810 1129 Chorro

Beauty Shops–(Cont'd)

Gratton Florence Beauty Shop
1037 Chorro. Sn Luis Obspo-875
Helen's Beauty Salon Highway. Atascadero-146
IRENE'S BEAUTY SALON
1129Chorro. Sn Luis Obspo-810
(See Advertisement Preceding Page)
MABEL'S BEAUTY SHOP
121 W Branch. . . . . Aroyo Grnde-28-J
Marguerite's Beauty Salon 810Price. . Pismo Bch-27-J
Mary McGivern Beauty Shop
424 Pomeroy. . . . . Pismo Bch-219
Mazur Beauty Shop Hwy. Cambria-67
Myrtle's Beauty Shop 1238 Park. . . . . Pso Robls-282
Neshe Beauty Shop 1072 Mill. . . . Sn Luis Obspo-2038
Ollie's Beauty Salon
Helen Rose-Proprietor
1112 Garden. . . . . Sn Luis Obspo-737

RUBY'S BEAUTY SALON
Specializing in
PERMANENT WAVING AND HAIR STYLING
Ruby Ratliff Silva, Owner
684 Higuera. . . . . Sn Luis Obspo-464

St Moritz Beauty Studio 614-13th. . . . Pso Robls-312
SALLY'S BEAUTY SALON
Beatrice Pike-Proprietress
1111 Spring. . . . . Pso Robls-87
Shaffer's Beauty Shop 320 Hinds Av. . Pismo Bch-166
Shandon Beauty Shop Shandon. . . . Pso Robls-30-F-13

TEMPLETON BEAUTY SHOP
COMPLETE BEAUTY SERVICE
Cold Waves - Permanent Waving
Hair Shaping
Mrs. Velora Howard, Prop.
Highway Templtn-19-W

Tunnell Beauty Shop 136 Valley Rd. . . . Aroyo Grnde-3
Vanity Box
Edith Millard-Owner
1336 Spring. . . . . Pso Robls-221
YOUNG'S BEAUTY SHOP
New Location Fremont Theatre Bldg
1037 Monterey. . . . . Sn Luis Obspo-391

Beer & Ale Distrs

ACME BEER—
COCA-COLA BOTTLING CO
344Higuera. Sn Luis Obspo-804

Burgermeister Distr TrafficWy&Honda. Atascadero-94
COCA-COLA BOTTLING CO
Acme Beer-Distributors
1221 Riverside. . . . . Pso Robls-241
FORTINI LOUIS C
Wieland Rainier Schlitz Lucky
Lager&Pabst Beer-Petri Wines
S Highway. . . . . Pso Robls-19-F-11
GOLDEN GLOW BEER—
MAUGHAN BROS 101 Hwy. . . Sn Luis Obspo-1413

HAMM'S BEER—
LANGDON JOHN J CO
304 Higuera. . . . . Sn Luis Obspo-293-J

Juillard Inc 228 Santa Barbara. . . Sn Luis Obspo-1248
LANGDON JOHN J CO
Distributor For
Rainier-Pabst-Schlitz-Hamm's
304Higuera . . . . . Sn Luis Obspo-293-J

Beer & Ale Distrs–(Cont'd)

LUCKY LAGER BEER—
FORTINI LOUIS C SHighway. . Pso Robls-19-F-11

Maughan Bros 101 Hwy. . . . . Sn Luis Obspo-1413

MAUGHAN'S WHOLESALE
DISTRIBUTOR
REGAL PALE BEER
2138 Spring. . . . . Pso Robls-598

PABST BLUE RIBBON BEER—
FORTINI LOUIS C SHighway. . Pso Robls-19-F-11
LANGDON JOHN J CO
304 Higuera. . . . . Sn Luis Obspo-293-J

RAINIER BEER—
FORTINI LOUIS C SHighway. . Pso Robls-19-F-11
LANGDON JOHN J CO
304 Higuera. . . . . Sn Luis Obspo-293-J

SCHLITZ BEER—
FORTINI LOUIS C SHighway. . Pso Robls-19-F-11
LANGDON JOHN J CO
304 Higuera. . . . . Sn Luis Obspo-293-J

WIELAND BEER—
FORTINI LOUIS C SHighway. . Pso Robls-19-F-11

Beer Parlors

BUDWEISER TAVERN
1032Chorro. Sn Luis Obspo-1935
Buoy Cafe. Cayucos-11-W
Dalessi Henry C
Rainier Bar
999Monterey . . . . . Sn Luis Obspo-190-W
FREITAS GEO A BANK EXCHANGE
686 Higuera. Sn Luis Obspo-1195
Idaho Club 400 Cypress. . . . . Pismo Bch-161
JIM'S INN 1025Morro. . . . . Sn Luis Obspo-252
Knotts R F Highway. Nipomo-4
Olgiati Robert 1019 Court. . . . . Sn Luis Obspo-1055
Shamrock Cafe . . . . . Morro Bay-3711
WALDORF CLUB 547 Cypress. . . . . Pismo Bch-91

Belting–Mechanical

Philpott George M Co
V-Belts & Anti Friction Bearings
1160 Bryant San Francisco
(Toll) Call "Operator" for. Hemlock-5475

Bendix Automatic Home Laundry

Look on "W" pages under
"Washing Machines–Dealers"

Beverages–Non Alcoholic

COCA-COLA BOTTLING CO
344 Higuera. Sn Luis Obspo-804
FORTINI LOUIS C
Belfast Sparkling Water & Ginger Ale
S Hwy. . . . . Pso Robls-19-F-11
Juillard Inc 228 Snta Barbara. . . Sn Luis Obspo-1248
Pepsi-Cola Bottling Co
Pismo Hwy. Sn Luis Obspo-14-R-2
Seven Up Bottling Co 1022 Leff. . Sn Luis Obspo-1443

Bicycles–Retail

Bello's Auto & Home Supply
886 Monterey. . . . . Sn Luis Obspo-12
San Luis Cyclery 1239 Monterey. . . Sn Luis Obspo-876

Billiard Parlors

Beach Billiards 335Cypress. . . . . Pismo Bch-214
Carl's Billiards 831-13th. . . . . Pso Robls-733
Cottle Pool Hall 223 Pomeroy. . . . . Pismo Bch-163
Hendrix George E
Beer-Wines-Liquors
112 Branch. . . . . Aroyo Grnde-285
Nelson & Dresser 811-12th. . . . . Pso Robls-151-J
Red Rooster 501 Cypress. . . . . Pismo Bch-186
Red's Place 1817 Osos. . . . . Sn Luis Obspo-1857
Stag Billiard Parlor 956 Monterey. Sn Luis Obspo-202

Blacksmiths

Cuendet F 1304 Railroad. . . . . Pso Robls-130-J
Moore Geo H State Hwy. Atascadero-52
Naylor James C 666 Upham. . . . Sn Luis Obspo-448-W
Paso Robles Agr Wks 1204 Railroad. Pso Robls-35-W
Schnyder J J 316 Branch. . . . . Aroyo Grnde-49

Blinds–See Venetian Blinds Headings

Boat Dealers

McBEE F H
BOATS AND SUPPLIES
JOHNSON OUTBOARD MOTORS
OUTBOARD MOTORS REPAIRED
Also Complete Line of
SNAP-ON BLUE-POINT MECHANICS' TOOLS
1131 Broad. . . . . Sn Luis Obspo-2525

Boiler Compounds

KEENE'S BOILER & HEATING SERV
3045 Park. . . . . Pso Robls-655-J

Boiler Equipment & Supplies

KEENE'S BOILER & HEATING SERV
3045 Park. . . . . Pso Robls-655-J

Boiler Repairing

Parker E R Boiler Works
514 Higuera. Sn Luis Obspo-2056

Bonds–Investment–See Investments

Bookkeeping Service

BOYCE J EARLE
Bank of America Bldg. Sn Luis Obspo-886

Bottlers

Brooks Truman 846-9th. . . . . Pso Robls-309
Coca-Cola Bottling Co 1221 Riverside. . Pso Robls-241
Nehi-RC Cola Bottling Co
120 Higuera. Sn Luis Obspo-2115
Pepsi-Cola Bottling Co
Pismo Hwy. Sn Luis Obspo-14-R-2

Bowling Alleys

C & S Brunswick Bowling Center
1329 Spring. Pso Robls-1131
El Camino Bowl 1115 SntaRosa. . . Sn Luis Obspo-338
Pismo Bowl Pomeroy. . . . . Pismo Bch-191

Brake Service

Al's Brake Service 1175 Monterey. Sn Luis Obspo-2234
(See Advertisement This Page)
Auto Electric & Brake Service
751 Marsh. . . . . Sn Luis Obspo-171-W
BELLO GARAGE & MACHINE SHOP
1234 Broad. . . . . Sn Luis Obspo-116
Master Brake Service 565 Higuera. Sn Luis Obspo-525

Brick–Common, Face, Etc

San Luis Brick Wks S Broad. . . . . Sn Luis Obspo-997

Broadcasting Stations

See Radio Broadcasting Companies & Stations

Brokers–Grain–See Grain Brokers

Brokers–Grocery Products

See Grocery Products Brokers

Brokers–Insurance

See Insurance Agents & Brokers

Brushes

Fuller Brush Co S Highway. . . . . Sn Luis Obspo-2128

Builders–See Contractors–Building

Building & Loan Associations

Atascadero Guarantee Building-Loan Assn
Highway. Atascadero-147
Guarantee Bldg-Loan Assn
1127Garden Sn Luis Obspo-362
Paso Robles Mutual Building&Loan Assn
1211Park. Pso Robls-613

If you're not sure of a telephone number, please try the Directory first. The chances are that the number is listed, and if you can avoid that unnecessary call to Information, it's just that much time saved all around.

AL'S BRAKE SERVICE
BRAKES
RELINED
Axle-Wheel Alignment & Balancing
QUICK CHARGE BATTERY SERVICE
COMPLETE AUTO REPAIRS
All Work Guaranteed
PHONE San Luis Obispo 2234
1175 Monterey St.

BUTLER
PREFABRICATED
STEEL BUILDINGS

Suitable for
- **GARAGE BUILDINGS**
- **MACHINE SHEDS**
- **WAREHOUSES, ETC.**

E. C. Livingston Co.
P. O. Box 877 - Paso Robles
13th & Railroad **Paso Robles 22**

What calls
Did He
MISS?

He'll never know; for he failed to replace the receiver of his telephone.

Your calls may be important. See that the receiver is properly replaced.

THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY

Building Materials

American Builders
Wickenden Bldg.....Sn Luis Obspo-1066-W
BUILDERS MARKET 1115-13th.....Pso Robls-277
HAYWARD HOMER T LUMBER CO
12th&Riverside. Pso Robls-73
Livingston E C Co 13th & Railroad.....Pso Robls-22
(See Advertisement This Page)
Mineau & Loomis Lumber Co
405 Branch. Aroyo Grnde-262
Pac Coast Lumber Co Of Calif
410 Branch.....Aroyo Grnde-33
PAC COAST LUMBER CO OF CALIF
271Higuera. Sn Luis Obspo-1420
SAN LUIS MILL & LUMBER CO
246 Higuera. Sn Luis Obspo-624
SOUTHERN PACIFIC MILLING CO
Snta Barbara Av. Sn Luis Obspo-2200

Buildings–See Office Buildings

Bulbs–See Seeds & Bulbs–Retail

Bus Lines

GREEN BUS SERVICE
692 Marsh. Sn Luis Obspo-1173
Greyhound Bus Depot 102 Bridge...Aroyo Grnde-2-W
Greyhound Bus Depot Highway.....Atascadero-237
Greyhound Bus Depot 720-11th.....Pso Robls-242
Greyhound Bus Depot Price & Pismo....Pismo Bch-51

GREYHOUND LINES

SERVING ALL AMERICA

GREYHOUND

PROVIDING A FREQUENT, CONVENIENT AND COMFORTABLE SERVICE AT LOW RATES

"FOR INFORMATION CALL"

ARROYO GRANDE
Greyhound Bus Depot 102 Bridge.Aroyo Grnde-2-W
ATASCADERO
Greyhound Bus Depot Highway....Atascadero-237
MORRO BAY
Leiter's Pharmacy 5th.....Morro Bay-2831
PASO ROBLES
Greyhound Bus Depot 720-11th....Pso Robls-242
PISMO BEACH
Greyhound Bus Depot Price & Pismo.Pismo Bch-51
SAN LUIS OBISPO
Pacific Greyhound Lines
1009Monterey. Sn Luis Obspo-24
SANTA MARGARITA
Pennington's Grocery Highway.....S Margrita-22

Pac Greyhound Lines 1009Monterey. Sn Luis Obspo-24

Butane–See Liquefied Petroleum Gases

Butchers–Retail–See Meat–Retail

Butchers–Wholesale–See Meat–Whsle

If the telephone number at your residence is listed under another's name, frequently friends do not know how to reach you. For small cost you can have a separate listing in the Telephone Directory under your own name.

Cabinet Makers

Adams A L & Son Cabinet Shop
1026 Riverside.....Pso Robls-177-W
(See Advertisement This Page)
Bouton Cabinet & Glass Shop
Del Rio Av. Atascadero-255
Mayfield's Cabinet Shop Bernardo...Morro Bay-2231
Rauch's Cabinet & Repair Shop
821-21st.....Pso Robls-966
Western Cabinet Works 1000 Park....Pso Robls-289
(See Advertisement This Page)

Cactus–See Nurseries Headings

Cadillac-LaSalle Sales & Service

Look on "A" pages under
"Automobile Dealers–New Cars"

Cafeterias–See Restaurants

Calculating Machines

See Adding & Calculating Machines Headings

Cameras

See Photographic Equipment & Supplies Headings

Candy–See Confectioners Headings

Canners

EMERSON UNITED FISHERIES
See Our Adv Under Fish-Whsle
540 Pismo.....Pismo Bch-195

Plan your shopping with the Classified Telephone Directory.

CABINET MAKER
HOME AND OFFICE
CABINETS & FIXTURES
STORE FIXTURES
WINDOW GLASS
Call **Paso Robles 289**
WESTERN CABINET WORKS
Jean Dupertuis
1000 Park St. Paso Robles

CABINET WORK
Anything in Wood
CUSTOM BUILT
WINDOW FRAMES & SCREENS
KITCHEN CABINETS
MEDICINE CASES & MIRRORS
IRONING BOARDS
Store & Office Fixtures
Walk-in Ice Boxes
Store & Restaurant Remodeling
Crating Service
A. L. ADAMS & SON
CABINET SHOP
1026 Riverside **Paso Robles 177-W**

Carpenters

Ransdell R R Pier.....Pismo Bch-31-Y-5

Carpet Cleaners

See Rug & Carpet Cleaners

Cash Registers

National Cash Register Co
1016 Court. Sn Luis Obspo-1380
TYPEWRITER SHOP THE
Uarco Autographic Registers
1014 Court.....Sn Luis Obspo-127

Caterers

Gold Dragon 985 Monterey.....Sn Luis Obspo-803

Cattle Dealers–See Livestock

Cement Contractors

See Contractors–Concrete

Cemeteries & Memorial Parks

Cayucos Morro Bay Cemetery.....Cayucos-34-Y-12
Odd Fellows Cemetery & Mausoleum
Highway. Sn Luis Obspo-960

Cesspool Building & Service

San Luis Obispo Sanitation Service
626 Branch.....Sn Luis Obspo-1124
(See Advertisement This Page)

Chair Repairing

See Furniture Repairing & Refinishing

Champagne–See Wines Headings

Children's & Infants' Garments–Retail

BILLIE'S TOY & BABY SHOP
856 Monterey. Sn Luis Obspo-2628-W
HAMILTON J E 718 Higuera.....Sn Luis Obspo-49
SINGER KNIT & ART SHOP
718 Higuera.....Sn Luis Obspo-49

Chiropodists

Dunford Wm H 997Monterey.....Sn Luis Obspo-986
Rose T A 1231 Garden.....Sn Luis Obspo-145

Hear many of the world's outstanding musical artists on the Telephone Hour—N.B.C., Mondays, 9 to 9:30 p.m.

SAN LUIS OBISPO SANITATION SERVICE
Cesspools & Septic Tanks Pumped & Cleaned
Modern Equipment - No Odor
Phone
San Luis Obispo 1124
THEODORE LAW, Manager
626 Branch

CHIROPRACTOR

Modern Methods and
Individual Attention
Get Real Results

Licensed by State Board

Office & Home Calls by Appointment

All Types of Scientific
Drugless & Electrical Treatments
Including Physical Therapy
Short Wave • Ultra Violet

Telephone
Paso Robles
223

DR. LENORD E. POE

303-16TH ST. **PASO ROBLES**

DR. L. J. NIELSEN

CHIROPRACTOR

PALMER SCHOOL GRADUATE

X-Ray Service
Neurocalometer Service
Radionic Service
Short Wave Diathermy

Colonic Irrigation

THE HOWARD CABINET BATHS
LADY ATTENDANT
San Luis Obispo 988
1303 Garden St.

MODERN HEALTH METHODS

Scientific Treatment

- Complete Adjustments
- Electro-Therapy
  - Diathermy
  - Sinusoidal
  - Galvanic
  - Ultra-violet
  - Infra-red
- Corrective Diets
- Manipulation & Massage

COLONIC IRRIGATIONS
By the Modern Dierker Method

DR. EARL T. WALKER D.C.

Hours 10 A.M. to 6 P.M. - Evenings by Appointment

1947 SPRING STREET

Phone
Paso Robles 754

Residence Telephone Paso Robles 734-W

Chiropractors

JONES WM A 1138 Chorro.....Sn Luis Obspo-722
NIELSEN L J 1303 Garden.....Sn Luis Obspo-988
(See Advertisement Opposite Page)
Poe Lenord E 303-16th.....Pso Robls-223
(See Advertisement Opposite Page)
Poe & Poe 303-16th.....Pso Robls-223
Poe Rudolph A
Drugless Specialist
657 Marsh.....Sn Luis Obspo-344
WALKER EARL T 1947 Spring.....Pso Robls-754
(See Advertisement Opposite Page)

Christian Science Practitioners

Christian Science Wartime Minister
107½Capitol.Pso Robls-1513-W
Meyer Kate Mrs
Mem 1st Ch. Christ Sci in Boston
1318 Garden.....Sn Luis Obspo-215
Moes Laura C 2945 Spring.....Pso Robls-957
Sweatt W C Mrs 67 Benton.....Sn Luis Obspo-2725

Churches & Church Organizations

Assembly Of God Church.....Templeton-29-J
Baptist Church 17th&Park.....Pso Robls-1512-W
Catholic Church 128 W Branch.....Aroyo Grnde-83
Catholic Church 512-13th.....Pso Robls-207
Catholic Church Pismo.....Pismo Bch-109
Catholic Rectory.....Cayucos-21
FIRST BAPTIST CHURCH
Rev C L Oldfield-Pastor
Osos&Pacific.....Sn Luis Obspo-2425
Residence.....Sn Luis Obspo-2116
First Presbyterian Church
Bridge.....Aroyo Grnde-124
Grace Tabernacle Osos&Pismo.....Sn Luis Obspo-976
(See Advertisement This Page)

GRACE TABERNACLE

LEROY PERSSON
Pastor

RADIO BROADCAST
SUNDAY.....11 A.M. to Noon
MONDAY, WEDNESDAY and FRIDAY.....8:45 A.M. to 9:00 A.M.
TUESDAY & THURS. 7:15 to 7:30 A.M.

SERVICES
SUNDAY.....7:30 A.M.-7:45 P.M.
WEDNESDAY.....7:30 P.M.

Osos & Pismo Streets San Luis Obispo 976

Churches & Church Organizations—(Cont'd)

Lutheran Church 905 Vine.....Pso Robls-244-W
Lutheran Church 867Pacific.....Sn Luis Obspo-2602
Lutheran Service Center 845-13th...Pso Robls-1089
Methodist Church
Rev E C Erny
14th&Oak.....Pso Robls-191
Methodist Church
Rev Edwin E Krapf
884 Pacific.....Sn Luis Obspo-2364-W
Old Mission The 782 Monterey....Sn Luis Obspo-667
Presbyterian Church 981 Marsh...Sn Luis Obspo-1437
St James Episcopal Church 1345 Oak..Pso Robls-194

Cigarettes—Whsle & Mfrs

JUILLARD-COCKCROFT
230 Snta Barbara Av.Sn Luis Obspo-93

Cigars & Tobacco—Retail

Amapola Club 861Palm.....Sn Luis Obspo-1975
Annabelle Smoke Shop
190Higuera.Sn Luis Obspo-1927
Bernard's Cigar Store
1814 Osos.....Sn Luis Obspo-1318-W
Bogue W H 924 Price.....Pismo Bch-99
Duke's Smoke Shop 737-12th.....Pso Robls-338
Glaser Bros 735 Marsh.....Sn Luis Obspo-1600
Kluver F 726 Higuera.....Sn Luis Obspo-394-J
Owl Club 974 Monterey.....Sn Luis Obspo-2884
Railroad Cigar Store
1006 Railroad Av.Sn Luis Obspo-1405
Tim's Cigar Store 1318 Spring.....Pso Robls-339-W
United Cigar Store 998Higuera...Sn Luis Obspo-853

Cigars—Whsle

JUILLARD-COCKCROFT
230 Snta Barbara Av.Sn Luis Obspo-93

City Government Offices

See Alphabetical Directory Under "Name of City"

Cleaners—Carpet

See Rug & Carpet Cleaners

Cleaners & Dyers

Atascadero Cleaners Hwy.....Atascadero-139
CALIFORNIA CLEANERS 332HindsAv..Pismo Bch-84
ECONOMY CLEANERS & LAUNDRIES
23d&Spring.Pso Robls-720
(See Advertisement This Page)
FLETCHER CLEANERS
709Higuera.Sn Luis Obspo-2169
Gus & Gus 1030 Morro.....Sn Luis Obspo-1956
(Continued Next Page)

ECONOMY CLEANERS
and
Laundries

Dependable Cleaning & Pressing
Alterations and Repairing

Phone
Paso Robles 720
23rd & Spring

Cleaners & Dyers–(Cont'd)

HI-WAY CLEANERS
Mission Laundry Agency
101Highway ..... Pismo Bch-124
HOME LAUNDRY CO 1323 Morro..Sn Luis Obspo-70
Liberty Cleaners 727 Marsh.....Sn Luis Obspo-2290
Martha's Cleaners 127 Branch...Aroyo Grnde-131-W
MORRO BAY CLEANERS
A C Hayes-Mgr
Main ..... Morro Bay-2776
NU-WAY CLEANERS 1427 Spring.....Pso Robls-39
Pamar Cleaners 517 Le Point....Aroyo Grnde-114-W
PARK CLEANERS 735-12th.....Pso Robls-727-W
PASO ROBLES LAUNDRY & DRY CLEANING
1344 Pine ..... Pso Robls-315
Perfect Method Cleaners 983 Osos.Sn Luis Obspo-1787
QUALITY CLEANERS 109 Branch..Aroyo Grnde-280
San Luis Cleaners 1124 Broad.....Sn Luis Obspo-898
Spotless Cleaners 403 Higuera....Sn Luis Obspo-517
Strong's Cleaning Wks 659 Higuera.Sn Luis Obspo-236
Vapor Cleaning Works 1344 Pine.....Pso Robls-315
WARDROBE THE 1137Garden...Sn Luis Obspo-892

Cleaners–Hat–See Hats–Renovators

Cleaners–Upholstery
See Upholstery Cleaners

Cleaning Compounds

TURCO CHEMICAL COMPOUNDS

225 Materials and Methods for Every Industrial and Commercial Need.... Aircraft - Automotive - Dairies - Restaurants Marine - Laundries - Metal - Plant & Building Maintenance Petroleum - Bottling. Immediate Delivery.

"FOR SERVICE CALL"

TURCO PRODUCTS INC
67 Benton Way..... Sn Luis Obspo-2725

Clergymen

Hart Frederick J 981 Marsh....Sn Luis Obspo-1437
If no answer call..... Sn Luis Obspo-598-W
PERSSON LEROY REV
Osos&Pismo. Sn Luis Obspo-976
If no answer call..... Sn Luis Obspo-883-W

Clocks–Repairing

McCREERY'S JEWELRY & APPLIANCE STORE
Any Make-Electrical Or Mechanical
420-5th ..... Morro Bay-2291

Clothing–Boys', Retail

GENARDINI'S MENS WEAR
779 Higuera. Sn Luis Obspo-1362

Clothing–Men's–Retail
See also Men's Furnishings–Retail

GENARDINI'S MENS WEAR
779 Higuera. Sn Luis Obspo-1362
If no answer call..... Sn Luis Obspo-2780
Green Bros 871 Monterey..... Sn Luis Obspo-724
Hub The E Branch..... Aroyo Grnde-50
Schulze Bros 782 Higuera.....Sn Luis Obspo-364-J
Squires Mens Wear 745-12th.....Pso Robls-151-W
WICKENDEN'S 837 Monterey...Sn Luis Obspo-1511
Zeyen W H E Branch..... Aroyo Grnde-98-W

Books, ash trays, ornaments can keep your telephone "off the hook". In that case it's "busy" to anyone who calls. Please keep objects from under your telephone.

Clubs

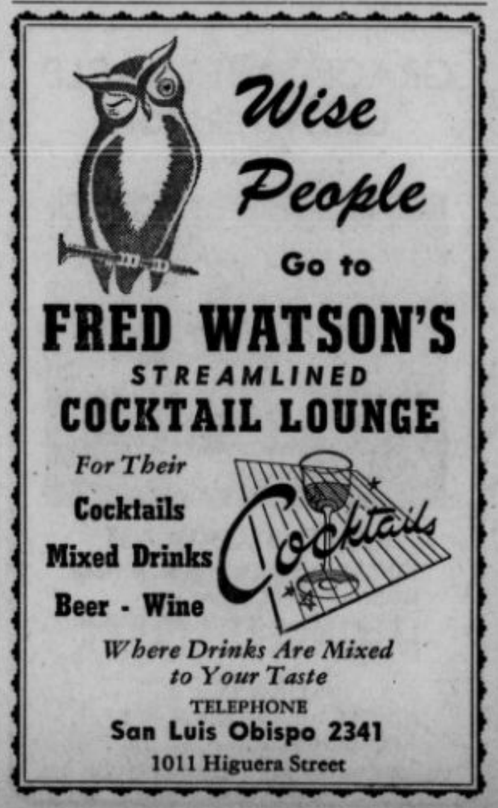
Auto Club of So Calif
1134 Monterey. Sn Luis Obspo-1480
FUN HOUSE Pomeroy..... Pismo Bch-131
Morro Bay Club 5th..... Morro Bay-4311
Stag Card Room 956 Monterey....Sn Luis Obspo-390
TEN-TWENTY-THREE CLUB
1023 Morro. Sn Luis Obspo-1170

Coal & Coke Dealers–Retail

Oakchar Products Corp 17th..... Pso Robls-120

Cocktail Lounges

Berta's 860 Monterey..... Sn Luis Obspo-745
BLUE BELL COFFEE SHOP
978 Monterey..... Sn Luis Obspo-1930
BREAKER'S CAFE Market & 5th....Morro Bay-2431
BUDWEISER TAVERN
1032 Chorro. Sn Luis Obspo-1935
Carlton Hotel Hwy..... Atascadero-177
Casa Del Camino Tavern
958 Monterey. Sn Luis Obspo-210
Colombo Cafe & Cocktail Lounge
1232 Pine. Pso Robls-365
DANTES 955Higuera..... Sn Luis Obspo-2197
Doran J E Highway..... Atascadero-164
ESTRELLITA 964Monterey.....Sn Luis Obspo-96
GOLD ROOM 897Monterey.....Sn Luis Obspo-1324
HAPPY JACKS CAFE 6th & Main...Morro Bay-3761
Hotel Butler 440 Pomeroy Av..... Pismo Bch-41
JIM'S INN 1025Morro..... Sn Luis Obspo-252
JOHNNY'S TAVERN 1216 Spring.....Pso Robls-85
LYLE'S MID-NITE COCKTAIL LOUNGE
1215 Spring Pso Robls-798
Nina's 101 Hwy..... Pismo Bch-331
NISBET'S 1022 Morro..... Sn Luis Obspo-1866
PAUL'S 986 CLUB
986 Monterey..... Sn Luis Obspo-2282
(Continued Next Page)



Cocktail Lounges–(Cont'd)

PETE'S PLACE 106 Branch..... Aroyo Grnde-107
Pine Tree..... Cambria-4-Y-12
REX'S PLACE AtascaderoHotel.....Atascadero-298
ROADSIDE INN
Dancing-Cocktail Lounge
Mr Laurence D Petillo Prop
101 Hwy..... Sn Luis Obspo-1912
SHAMROCK CAFE..... Morro Bay-3711
Tobey's Palace Club 446Cypress..... Pismo Bch-70
TOWER BARBECUE & COCKTAIL LOUNGE
427 Higuera..... Sn Luis Obspo-830
TOWNSEND'S COFFEE SHOP&COCKTAIL LOUNGE
Edward&Margaret Madsen
990Monterey..... Sn Luis Obspo-1261
Waldorf Cafe 975 Osos..... Sn Luis Obspo-1002
WALDORF CLUB 547 Cypress..... Pismo Bch-91
WATSON FRED COCKTAIL LOUNGE
1011 Higuera..... Sn Luis Obspo-2341
(See Advertisement Opposite Page)

Coffee Dealers–Retail

Farmer Bros 1531 Monterey..... Sn Luis Obspo-134

Coffee Dealers–Whsle

CHASE & SANBORN COFFEE–
STANDARD BRANDS INC
879 Morro..... Sn Luis Obspo-2223

FARMER BROS 1531 Monterey...Sn Luis Obspo-134
JUILLARD-COCKCROFT
230 Snta Barbara Av. Sn Luis Obspo-93

Coin Machines & Supplies

Gouff Mitchell E 145-16th..... Pso Robls-1055

Coke–See Coal & Coke Dealers Headings

Cold Storage Lockers

AMER REFRIGERATING CO
ZERO STORAGE
Commercial Quick Freezing
Individual Frozen Food Lockers
241 Pismo..... Sn Luis Obspo-428

Bryan Meat Co 1307 Park..... Pso Robls-456
CARVER'S FROZEN FOOD LOCKERS
75-8th..... Morro Bay-3571
Puritan Ice Co Traffic Wy..... Atascadero-59
Sanlo Wholesale Meat & Cold Storage Co
340 Higuera. Sn Luis Obspo-482

Cold Storage Warehouses

Puritan Ice Co Traffic Wy..... Atascadero-59
SAN LUIS ICE & COLD STORAGE CORP
1409 Walker..... Sn Luis Obspo-67

Telephone men in all parts of the Bell System have had long experience in working together. Tools, equipment, methods of tackling the job and the "language of the business" are the same north or south, east or west. This nationwide unity of method and spirit means a telephone service of the utmost dependability.

Collection Agencies

MEDICO-DENTAL ADJUSTMENT BUREAU
981 Monterey. Sn Luis Obspo-652
(See Advertisement This Page)
PASO ROBLES CREDIT BUREAU
Bank of America Bldg. Pso Robls-165
SAN LUIS OBISPO CREDIT BUREAU
987 Osos Sn Luis Obspo-315
(See Advertisement This Page)

Colleges–See Schools

Colonic Irrigation

WALKER EARL T
Using Dierker System
1947 Spring..... Pso Robls-754

Compressors–Air
See Air Compressors Headings

Concrete Construction
See Contractors–Concrete

Radar ranks high in the top bracket of new instruments that brought victory to the Allies. It was developed through years of research and experiment, chiefly in the United States and Great Britain. Scientists of Bell Telephone Laboratories and workers of Western Electric Company developed and supplied our Government with more radar equipment than any other supplier.

COLLECTIONS
We Collect Any Kind of Account Anywhere
OUR 16TH YEAR
Phone
San Luis Obispo 652
MEDICO - DENTAL ADJUSTMENT BUREAU
A. BATEMAN
981 Monterey San Luis Obispo

COLLECTIONS
- ALL TYPES OF ACCOUNTS
- CREDIT REPORTING

Phone
SAN LUIS OBISPO 315
San Luis Obispo Credit Bureau
THOMAS RICE, *Manager*
987 OSOS SAN LUIS OBISPO

Concrete–Ready Mixed

SOUTHERN PACIFIC MILLING CO
Snta Barbara Av. Sn Luis Obspo-2200
(See Advertisement This Page)

Confectioners–Retail

Annabelle Smoke Shop
190Higuera. Sn Luis Obspo-1927
AUSTIN'S CONFECTIONERY
868Monterey. Sn Luis Obspo-86
Canary Cottage 1200 Spring.....Pso Robls-57
Hillis Candy Creamery 785 Higuera. Sn Luis Obspo-483

Construction Service

See Contractors Headings

Contractors–Building

BURT & BURT
A COMPLETE
HOME BUILDING SERVICE
CONCRETE WORK - STUCCO WORK
Alterations - Modernizing
House Wiring - Free Estimates
Cambria Cambria-66

Close & Lewis 17th & Vine.....Pso Robls-518
Gallagher Pat
Building-Altrns-Store Fronts Remodeled
705 High.....Sn Luis Obspo-297

Keep the Classified Telephone Directory handy; it can save you time and effort.

SOUTHERN PACIFIC MILLING CO.

'Since M 1885'

READY MIXED CONCRETE

- Rock - Sand
- Cement, Etc.

PHONE
San Luis Obispo 2200
Santa Barbara Av. - San Luis Obispo

Contractors–Building–(Cont'd)

GRAHAM & JENSEN
GENERAL
BUILDING CONTRACTORS
ESTABLISHED 1907
"We Will Help You Plan Your Building"
Cor 38th & Spring
1435 Spring.....Pso Robls-1124

Pumphrey C E 1221Park.....Pso Robls-740
Sharps C C 306 EBranch.....Aroyo Grnde-120
SMALL H E 1740 Fixlini.....Sn Luis Obspo-1730

Contractors–Concrete

Brown Doko & Baun Dolliver.....Pismo Bch-36
JOHNSON A O
Cement Contractors-Foundation
Walks-Curbs Driveways Etc
2450 Story.....Sn Luis Obspo-709
Johnson A R 609-18th.....Pso Robls-551
Soto Gregg P 1119 Fig.....Sn Luis Obspo-2279-W

Contractors–Electric

See Electric Contractors–Industrial & Household

Contractors–Engineering

Madonna A 1028 Chorro.....Sn Luis Obspo-11

Contractors–Excavating

Brisco L A
Grading & Oiling
141 Bridge.....Aroyo Grnde-40

Contractors–General

Acre Bert Atas & Santa Ynez.....Atascadero-174
Bonjour J W Poole.....Aroyo Grnde-133-W

BREWER & JONES
General Electric Contractors
HOME & COMMERCIAL WIRING
ELECTRIC REPAIR SERVICE
CEMENT WORK &
PLUMBING SERVICE
Cayucos Cayucos-10

BROWN DOKO & BAUN
GENERAL CONTRACTING
& CONCRETE WORK
PAVING & GRADING
EXCAVATING
Dolliver .....Pismo Bch-36

Case-Amer Construction Co.....Morro Bay-4481
Cook Ward I 1118 Garden.....Sn Luis Obspo-308

DALESSI HENRY C
GENERAL CONTRACTORS
ROAD CONSTRUCTION
and
MATERIALS - MINING
450Marsh .....Sn Luis Obspo-118

Gallagher Pat
Building-Altrns-Store Fronts Remodeled
705 High .....Sn Luis Obspo-297
Graham & Jensen 1435 Spring.....Pso Robls-1124

(Continued Next Page)

Contractors–General–(Cont'd)

MADONNA A
GENERAL CONTRACTING
Modern Equipment & Service
Excavating, Paving, Grading
Dump Trucks, Low Bed Trailers, Bulldozers, Shovels, Concrete, Rock, Sand, Loam, Creek Gravel, Red Rock
1028 Chorro.....Sn Luis Obspo-11
Residence .....Sn Luis Obspo-2090

MAINO THEO M 1041 Chorro....Sn Luis Obspo-177
If no answer call.....Sn Luis Obspo-679
PUMPHREY C E 1221Park.....Pso Robls-740
Rodgers J W.....Nipomo-12-J

ROSELIP WALTER B
ROCK - SAND
ASPHALTIC PLANT-MIX
GENERAL CONTRACTING
Excavating - Grading - Paving
615 Grand.....Sn Luis Obspo-785
If no answer call.....Sn Luis Obspo-211-W
Plant Atascadero-20

Roselip Walter B Ferrocarril Rd.....Atascadero-20

SOTO GREGG P
General Contractor
CONCRETE WORK
EXCAVATING
SIDEWALKS - DRAINS - GUTTERS
DRIVEWAYS, ETC.
1119 Fig.....Sn Luis Obspo-2279-W

Contractors–Heating & Ventilating

See also Plumbers

KEENE'S BOILER & HEATING SERVICE
Chas A Keene, Consulting Engineer
Designing - Modernizing - Installing
Maintenance of Power & Heating Plants
Automatic Controls - Water Softeners
Xzit - Brickseal - Boiler Compounds
No Plant Too Large or Too Small
Home & Factory - Sales & Service
3045 Park.....Pso Robls-655-J

SAN LUIS ELECTRIC & HEATING SERVICE
715 Higuera .....Sn Luis Obspo-603
If no answer call.....Sn Luis Obspo-2614
SMEE'S PLUMBING & HEATING SHOP
1302 Osos. Sn Luis Obspo-766

Contractors–Painting

See Painting Contractors

Contractors–Plumbing–See Plumbers

Contractors–Roofing–See Roofers

Contractors–Sidewalk

See Contractors–Concrete

Cork Insulation

See Insulation Materials–Cold & Heat

Corned Meats–See Meat–Whsle

Corsets–Retail

Charis Corsetier
Atascadero&SanGabriel. Atascadero-153-J

Cosmetics–Retail

Merle Norman Cosmetics Studio
748Higuera. Sn Luis Obspo-1477

County Government Offices

See Alphabetical Directory Under
"San Luis Obispo County of"

Creameries–See Milk & Milk Products

Creamery Supplies

See Dairy Equipment & Supplies

Credit Reporting Agencies

Paso Robles Credit Bureau
Bank of America Bldg. Pso Robls-165
SAN LUIS OBISPO CREDIT BUREAU
987 Osos. Sn Luis Obspo-315

Crematoriums

Gray Harry S Funeral Chapel & Crematorium
S Highway. Atascadero-98

Curtains–Retail

ZEGAR FURNITURE STORE
See Our Adv Under Furniture
840 Monterey.....Sn Luis Obspo-85

Dairies & Dairy Products

See Milk & Milk Products

Dairy Equipment & Supplies

Cooperative Farmers Supply Co Inc
Agency De Laval Milkers-Separators
1311 Park.....Pso Robls-344

Dancing Academies

Renee & Le Mar 1236 Palm.....Sn Luis Obspo-705

Day Nurseries

Child Care Center 3201 Pine.....Pso Robls-717-J

Deafness Aids–See Hearing Aids

Defense Agencies–See Associations

Delicatessens–Retail

Delite Bakery & Delicatessen
723 Higuera. Sn Luis Obspo-437

Delivery Service

Rocket Parcel Service
236 Sandercock.....Sn Luis Obspo-2405
San Luis Parcel Delivery
1437 Nipomo.....Sn Luis Obspo-561-J

Dental Laboratories

Clark Dental Laboratory
793 Higuera. Sn Luis Obspo-110
Cordingley A R
Bank of Amer Bldg.....Pso Robls-1072

For best results with your telephone—please make sure of the number (if in doubt, consult the Telephone Directory); then speak with lips close to the mouthpiece, using your natural tone of voice.

Dentists

Brazil W H 1041 Chorro.....Sn Luis Obspo-1089
Brown Ray N 612-12th.....Pso Robls-67
Dewlaney C W S Highway.....Atascadero-82
Donkin E B 1115 Vine.....Pso Robls-237
Donkin Elbert B Jr 1115 Vine.....Pso Robls-95
Fein C B 1205 Park.....Pso Robls-222
Gates Russell W Bank of Amer Bldg....Pismo Bch-32
Goodnight Charles 846 Higuera...Sn Luis Obspo-582
Green J P 522-13th.....Pso Robls-47
Kirtland Howard B 1114 Marsh....Sn Luis Obspo-72
Loveall Ben F 774 Marsh.....Sn Luis Obspo-880
Martin A B 997 Monterey.....Sn Luis Obspo-109
Montgomery H Ray 781 Marsh....Sn Luis Obspo-303
Peachey Robert I Bank of America Bg..Pso Robls-121
Pereira Luiz 1114 Marsh.....Sn Luis Obspo-72
Polin O M 1026 Chorro.....Sn Luis Obspo-640-J

Department Stores

Doko's Variety Store Price & Pismo...Pismo Bch-51
Lyons' Red & White Store.....Cambria-34
MELLO'S VARIETY STORE
439 Cypress.....Pismo Bch-177
MONTGOMERY WARD & CO
Catalog Department
876 Higuera.Sn Luis Obspo-2312
Retail Department Store
876 Higuera.Sn Luis Obspo-2310
Morgan's Dry Goods Highway.....Atascadero-28-W
National Dollar Store 736 Higuera.Sn Luis Obspo-623
PASO ROBLES MERCANTILE CO
839-12th.Pso Robls-340
Riley's 749 Higuera.....Sn Luis Obspo-36
Rumley's Dept Store 5th.....Morro Bay-3251
SEARS ROEBUCK & CO
879 Higuera.Sn Luis Obspo-760
(See Advertisement This Page)
Woolworth F W Co 778 Higuera..Sn Luis Obspo-2458

Telephone YOUR CATALOG ORDER
SAVE TIME - MONEY
GASOLINE - TIRES
It's Easy — Just Phone
SEARS CATALOG SALES DEPT.
Shop at Sears & Save
Phone San Luis Obispo 760
SEARS ROEBUCK & CO.
879 Higuera Street

PRESCRIPTION SERVICE

SUNDRIES & STATIONERY
LIQUORS
FILMS & PHOTO FINISHING
FREE DELIVERY
For Purchase $1.00 or Over
A Complete Line of Drugs & Sick Room Supplies
Call **San Luis Obispo 1928**
ECONOMY DRUG CO. No. 1
770 Higuera Street

Desks–Repairing

See Furniture Repairing & Refinishing

Diamonds–Jewelry–See Jewelers Headings

Doctors

See Specific Kinds, i.e. Chiropodists; Chiropractors; Dentists; Osteopathic Phys. & Surgeons and Osteopathic Phys; Physicians & Surgeons, M.D.; Etc

Dog Hospitals–See Veterinary Hospitals

Draperies–Retail

WHITAKER'S FURNITURE
766Higuera.Sn Luis Obspo-1006
ZEGAR FURNITURE STORE
See Our Adv Under Furniture
840 Monterey.....Sn Luis Obspo-85

Dress Suits–See Clothing Headings

Dresses–Retail

ANITA FROCKS 758Higuera....Sn Luis Obspo-2794
BILLIE'S TOY & BABY SHOP
856 Monterey.Sn Luis Obspo-2628-W
Chambers Dress Shop 1214 Park.....Pso Robls-74
Christine's 1321 Park.....Pso Robls-1041
CHRISTINE'S 787Higuera.....Sn Luis Obspo-504
Fritzi Ann Highway.....Atascadero-2
Harding Dorotha M Dress Shop
W Branch.....Aroyo Grnde-247
Harding Dorotha M Dress Shop
636Price.Pismo Bch-324
Kipper's 853 Higuera.....Sn Luis Obspo-207
Lacterman's 728 Higuera.....Sn Luis Obspo-1285
MOTZ STYLE SHOP
Margaret McNeil-Prop
856Higuera.....Sn Luis Obspo-1054
QUALITY DRESS SHOP Highway....Atascadero-244
RU-MAE SHOPPE 1123 Chorro..Sn Luis Obspo-1718
Smart Shoppe 1112Chorro....Sn Luis Obspo-1099-W
SMITH LEONORE M 126Branch.....Aroyo Grnde-9

Dressmakers

Champion John D Mrs Palma Av.....Atascadero-63-J
Keener H L Mrs 3004Pine.....Pso Robls-717-W
Pat's Dressmaking Shop
1220 Morro.....Sn Luis Obpso-2144
Wee Shop The 1117 Chorro.....Sn Luis Obspo-487

Drinking Fountains

See Water Coolers & Fountains

Druggists–Retail

Arroyo Drug Co 130 Branch.....Aroyo Grnde-46
B & H Drug Store 899 Higuera....Sn Luis Obspo-530
Brown's Pharmacy State Hwy.....Atascadero-51
Daniels' Drug Store 1317 Park.....Pso Robls-1500
Eagle Pharmacy 898 Higuera.....Sn Luis Obspo-916
ECONOMY DRUG CO NO 1
770 Higuera.....Sn Luis Obspo-1928
(See Advertisement This Page)
ECONOMY DRUG CO NO 2
Prescriptions-Cut Rate Drugs
796Higuera.Sn Luis Obspo-488
Elliott's Pharmacy
Prescription Pharmacy
Highway.....Atascadero-34
Hi-Way Drug Store
Prescription Pharmacy
1217 Spring.....Pso Robls-152
(Continued Next Page)

The oldest of all the telephone industry's traditions is service.

Druggists–Retail–(Cont'd)

HOTEL DRUG STORE
CUT-RATE DRUGS
AND
PRESCRIPTION SPECIALISTS
DRUGS - SUNDRIES
MAGAZINES - LIQUORS
PHOTO DEVELOPING
Anderson Hotel Bldg.....Sn Luis Obspo-35

HUDSON'S DRUG STORE 815-12th....Pso Robls-51
Leiter's Pharmacy 5th.....Morro Bay-2831
Leiter's Pharmacy 624 Price.....Pismo Bch-180
LONG'S PHARMACY Pomeroy.....Pismo Bch-18
Emergency Phone.....Aroyo Grnde-258-F-3
PARK PHARMACY
Prescription Druggists
801-12th.....Pso Robls-33
PASO ROBLES PHARMACY
Prescription Pharmacists
719-12th.....Pso Robls-1
Rexall Drug Store 839 Higuera.....Sn Luis Obspo-32
WEISHAR'S CITY PHARMACY
858 Higuera.Sn Luis Obspo-112
If no answer call.....Sn Luis Obspo-1697-J

Drums–Musical

See Musical Instruments Headings

Dry Cleaners–See Cleaners & Dyers

Dry Goods–Retail

ARROYO GRANDE COML CO
303 Branch.....Aroyo Grnde-202
Penney J C Co 1244 Park.....Pso Robls-260
Penney J C Co 868 Higuera.....Sn Luis Obspo-1367
Riley-Lannon Co 749 Higuera.....Sn Luis Obspo-36
Sinsheimer Bros 849 Monterey....Sn Luis Obspo-143

Duplicating Machine Supplies

MIMEOGRAPH AUTHORIZED SALES&SERVICE—
PACIFIC COAST PUBLISHING CO
A B Dick Exclusive Tri-County Distributor
1022 State Santa Barbara
(Toll) Call "Operator" for Snta Barbara-3159

Bell Telephone Laboratories worked with the United States Navy during World War II in developing the PBM-3 Flying Boat, the electronic operation flight trainer which enables a 5-man bomber crew to train safely on the ground and yet experience all combat and flying conditions.

Emergency!
An emergency arises—you need help quickly! Physician, hospital, ambulance, taxi or plumber! The quickest way of finding whom to call is to—
LOOK IN THE
Classified
TELEPHONE SECTION

Dyers–See Cleaners & Dyers

Ear Phones–See Hearing Aids

Eggs–Retail

Bader Wm 12th & Riverside.....Pso Robls-298

Eggs–Whsle

Bader Wm 12th & Riverside.....Pso Robls-298
POULTRYMEN'S CO-OPERATIVE ASSN OF SOUTHERN CALIF TrafficWy.Atascadero-84

Electric Appliances–Household, Repairing

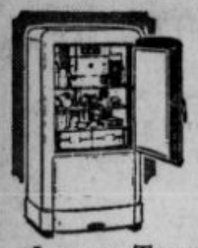
ATASCADERO APPLIANCE & REPAIR
Servicing Everything Electrical
No Hwy.....Atascadero-222
Bud's Appliance & Motor Service
1348 Railroad.....Pso Robls-1535
CLINE'S ELECTRIC SHOP
962 Monterey.....Sn Luis Obspo-13
(See Advertisement This Page)
Cook's Electric Shop.....Cambria-72-W
GRIMES & EDWARDS FEED CO
135 Traffic.....Aroyo Grnde-200-W
HIBBARD & HIBBARD 1233 Spring...Pso Robls-220
McCREERY'S JEWELRY & APPLIANCE STORE 420-5th.....Morro Bay-2291
PISMO RADIO&ELECTRIC CO
575Dolliver.Pismo Bch-165

Have you heard "The Telephone Hour" radio program recently? Guest artists of the music world bring you weekly programs of outstanding musical interest.

GENERAL ELECTRIC
CLINE'S ELECTRIC
Exclusive General Electric Dealer
ALSO FEATURING
PHILCO & UNIVERSAL
PRODUCTS
Gas Ranges & Water Heaters
ELECTRICAL REPAIRS
COLEMAN OIL APPLIANCES
NEON SIGNS & SERVICE
PHONE
San Luis Obispo 13
962 Monterey St.
San Luis Obispo

"Everything for the Home"

EWERS HOME FURNISHINGS & APPLIANCES



REFRIGERATORS
STOVES & RANGES
WASHING MACHINES
PREMIER
VACUUM CLEANERS
PHILCO RADIOS

Ironers - Toasters - Mixers - Etc.
Also
Complete Home Furnishings
Specializing
Juvenile & Baby Furniture
TOYS

TELEPHONE
San Luis Obispo 1573

855 Marsh — San Luis Obispo

PHILCO
Radios, Refrigerators
Freezers
Also a Complete Line of Household
Electrical Appliances
KRAMER'S
1325 Park — Paso Robles 385

Young Women
There May Be
Employment Opportunities
and a
PERMANENT POSITION FOR YOU
with
THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY

Electric Appliances–Household, Retail

See also specific headings such as: Freezers–Food Storage Units; Ranges & Stoves–Dealers; Refrigerators–Domestic; Sewing Machines – Domestic; Vacuum Cleaners–Dealers; Washing Machines–Dealers

BROWN CLARENCE 862 Higuera.Sn Luis Obspo-1312

BURT & BURT
SALES & SERVICE
Radios - Refrigerators - Washing Machines
Complete Home Appliances
House Wiring & Plumbing
JAMES R. BURT
Cambria Cambria-66

Derby's Electric Shop 827-13th.....Pso Robls-91
EWERS HOME FURNISHINGS
855 Marsh.....Sn Luis Obspo-1573
(See Advertisement This Page)
FARMER'S HARDWARE & EQUIP CO
581 Higuera.....Sn Luis Obspo-852
FIRESTONE STORES 710 Higuera.Sn Luis Obspo-130
General Electric Appliances 729-12th.Pso Robls-1507
GRIMES & EDWARDS FEED CO
135 Traffic.....Aroyo Grnde-200-W
Hamilton J E 718 Higuera.....Sn Luis Obspo-49
Home Appliance Company
745 Higuera.....Sn Luis Obspo-609
Kramer's 1325 Park.....Pso Robls-385
(See Advertisement This Page)
Long E E Piano Co 777 Marsh....Sn Luis Obspo-506
Mastercraft Electric Store
321 Snta Barbara Av.Sn Luis Obspo-1338
McCLURE'S REPAIR SERVICE
2145 Broad.....Sn Luis Obspo-2221
McCREERY'S JEWELRY & APPLIANCE STORE 420-5th.....Morro Bay-2291

MODERNE THE
Mixmaster - Proctor Hand Iron
Hamilton Beach - Silex Coffee Makers
Toastmasters - Electric Clocks
Everything in the Appliance Line
Capehart - The Farnsworth Radios
Television Apparatus & Service
685 Higuera.....Sn Luis Obspo-826

ROBERTS EARL S 445-5th.....Morro Bay-2821
SAN LUIS ELECTRIC & HEATING SERVICE
715 Higuera.....Sn Luis Obspo-603
If no answer call.....Sn Luis Obspo-2614
SINGER KNIT & ART SHOP
718 Higuera.....Sn Luis Obspo-49
WESTINGHOUSE PRODUCTS—
COOPERATIVE FARMERS SUPPLY CO INC
1311 Park.....Pso Robls-344
YOURS & MY FURNITURE STORE
1127 Broad.....Sn Luis Obspo-942

FOUR THOUGHTFUL ITEMS OF TELEPHONE PROCEDURE—

1. Please answer promptly.
2. Please be on the line when the party you want answers.
3. Please speak distinctly and without hurrying, with the lips close to the mouthpiece.
4. Please replace the receiver gently when through talking.

Electric Contractors–Industrial & Household

Bressler's Electric & Plumbing Shop
(Toll) Call "Operator" for.....San Miguel-34-W
(See Advertisement This Page)

BREWER & JONES
General Electric Contractors
Home & Commercial Wiring
Electrical Repair Service
CEMENT WORK & PLUMBING SERVICE
Cayucos Cayucos-10

You can find out "Where To Buy It" by looking in the Yellow Pages.

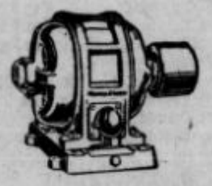
Cook F D Plumber & Electrician
1032 Pine.....Pso Robls-1032

DAVIS ELECTRIC SHOP
ELECTRICAL CONTRACTOR
FULL LINE OF HOME APPLIANCES
FEATURING HOT POINT
812 Price.....Pismo Bch-38

Pacific Electric Service 1619 Osos.Sn Luis Obspo-1790
Paso Robles Electric Co 18th & Spring.Pso Robls-570
SAN LUIS ELECTRIC & HEATING SERVICE
715 Higuera.....Sn Luis Obspo-603
If no answer call.....Sn Luis Obspo-2614
Siler & Botts 1240½ Park.....Pso Robls-189
Valley Electric Co 851 Higuera....Sn Luis Obspo-264

ELECTRICAL CONTRACTORS

INDUSTRIAL ANALYSIS • DOMESTIC WIRING • INDUSTRIAL WIRING
REPAIRS ON MOTORS AND EQUIPMENT • INDUSTRIAL
FLUORESCENT LIGHTING



ELECTRIC MOTORS
INDUSTRIAL EQUIPMENT
AND DOMESTIC APPLIANCES

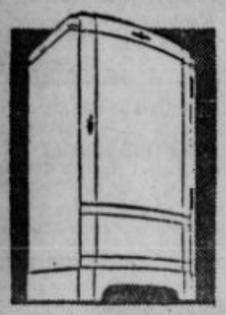
Dealers in
ELECTRIC RANGES
WATER HEATERS
AIR HEATERS
REFRIGERATORS
APPLIANCES
ELECTRICAL FIXTURES
KOHLER LIGHT PLANTS

SILER & BOTTS
1240½ Park Street — Paso Robles
Paso Robles 189

ELECTRICAL CONTRACTOR
WIRING - NEW AND ALTERATION WORK - REPAIRING
ELECTRIC APPLIANCES
(Toll) Call "Operator" for
San Miguel 34-W
BRESSLER'S
ELECTRIC & PLUMBING SHOP
CLARENCE A. BRESSLER, *Prop.*
SAN MIGUEL, CALIF.

PASO ROBLES ELECTRIC CO.
STATE LICENSED CONTRACTORS
• Commercial
• Industrial
• Residential
Prompt Service
F. J. Mandella • C. W. Mandella
18th & Spring Sts. Paso Robles — Paso Robles **570**

ELECTRICAL REPAIRS
SALES & SERVICE



- REFRIGERATORS
- RADIOS
- WASHERS
- VACUUMS
- IRONERS
- TOASTERS

COMPLETE APPLIANCE SERVICE

McCLURE'S
REPAIR SERVICE

Phone
San Luis Obispo 2221

2145 Broad San Luis Obispo

ELECTRICAL
TROUBLE?

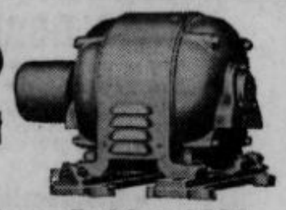
Call Paso Robles 1032

Nights Call Paso Robles 23-F-2

F. D. COOK
PLUMBER & ELECTRICIAN
CONTRACTOR

1032 Pine Paso Robles

BUD
Can Fix It



Phone Paso Robles 1535

BUD'S APPLIANCE AND
MOTOR SERVICE

1348 Railroad Paso Robles

Electric Equipment–Retail

Siler & Botts 1240½ Park.....Pso Robls-189
(See Advertisement Preceding Page)

Electric Equipment–Service & Repairing

Cook F D Plumber & Electrician
1032 Pine. Pso Robls-1032
If no answer call.....Pso Robls-23-F-2
(See Advertisement This Page)
McClure's Repair Service
2145 Broad. Sn Luis Obspo-2221
(See Advertisement This Page)
Moore's Home Appliances Highway....Atascadero-30
Morris J W Bridge.....Cambria-54
Paso Robles Electric Co 18th & Spring. Pso Robls-570
(See Advertisement Preceding Page)

Electric Heaters

See Electric Appliances–Household Headings

Electric Light & Power Companies

Coats W R 139 Bridge.....Aroyo Grnde-291
Pacific Gas & Electric Co State Hwy...Atascadero-45
Substation Morro Rd.....Atascadero-176
Pacific Gas & Electric Co.....Cambria-44
Pacific Gas & Electric Co
Office 617-12th.....Pso Robls-78
Service Man 1425 Chestnut.....Pso Robls-175
Service Man 1920 Oak.....Pso Robls-279
Substation Riverside.....Pso Robls-769
Pacific Gas & Electric Co
Office 894 Monterey.....Sn Luis Obspo-58
Plant & Storeroom Pismo.....Sn Luis Obspo-87
Substation & Night Operator
Orcutt Rd. Sn Luis Obspo-1045

Electric Motors–Repairing

Brown's Walt Electric Service
687 Pacific.....Sn Luis Obspo-97-W
(See Advertisement This Page)
Bud's Appliance & Motor Service
1348 Railroad.....Pso Robls-1535
(See Advertisement This Page)
Hugo's Refrigeration Sales & Service
2801 Spring.....Pso Robls-1301

Electric Ranges

See Ranges & Stoves Headings

Electric Signs–See Signs

Electric Supplies–Retail

Turney's Electric Shop 124 Branch...Aroyo Grnde-41
Wilcox Lou 729-12th.....Pso Robls-1507

ELECTRIC
MOTORS

- Repaired
- Rewound
- Rebuilt
- Light Plants Serviced

WALT BROWN'S
ELECTRIC SERVICE

687 Pacific San Luis Obispo 97-W

Electric Water Heaters

See Water Heaters Headings

Electrical Service–Automobile

See Automobile Electrical Service

Electricians

See Electric Contractors Headings

Employment Agencies

U S Govt
U S Employment Service Department of Labor 738 Pismo.....Sn Luis Obspo-2010
U S Employment Service Department of Labor 720-14th.....Pso Robls-788

Engravers–Jewelry–See Jewelry Engravers

Escrow Companies

TITLE INSURANCE AND TRUST COMPANY
777 Higuera. Sn Luis Obspo-321

Excavating–See Contractors–Excavating

Exide Batteries

Look on "B" pages under "Batteries–Retail"

Express Forwarding

California Motor Express Limited.....Cayucos-4-W
Calif Motor Express Limited 1138-13th. Pso Robls-657
California Motor Express Limited
390 Pacific. Sn Luis Obspo-800
Coast Line Express 390 Pacific... Sn Luis Obspo-800
PAC FREIGHT LINES 393 Marsh. Sn Luis Obspo-1370
Railway Express Agency Inc 1332 Spring. Pso Robls-68
Railway Express Agency Inc
Railroad Av. Sn Luis Obspo-522

Exterminating

See also Termite Control
Paramount Pest Control Service
1028 Chorro. Sn Luis Obspo-2837
(See Advertisement This Page)

Farm Implements

See Agricultural Implements

Farm Supervisors

San Luis Obispo County Farm Bureau
779 Marsh.....Sn Luis Obspo-2790

Federal Government Offices

See Alphabetical Directory Under "U S Government"

Feed Concentrates & Supplements

SOUTHERN PACIFIC MILLING CO
Riverside Av. Pso Robls-9

Feed Dealers

Alvos Frank C Hay & Grain Co
5th & Main.....Morro Bay-2151
BECKER H D California Blvd.....Sn Luis Obspo-587
COAST COUNTIES WAREHOUSES
157 Higuera. Sn Luis Obspo-2678
(See Advertisement This Page)
FARMER'S ALLIANCE BUSINESS ASSOCIATION
945 Riverside Av. Pso Robls-115

(Continued Next Page)

There are 6,156 telephone companies serving the United States.

Calling
"DOC KILZUM"
his patients
ALL DIE
that's why he is
PARAMOUNT
In Control of

Hotels Apartments & Homes Our Specialty
BATS ROACHES MOTHS RATS
FLEAS SILVERFISH MICE ANTS
TERMITES, ETC.

Telephone
San Luis Obispo 2837
1028 Chorro St.

safeguard your home
"Termize" by
WODERTH PROCESS
a positive termite control

PARAMOUNT IN SERVICE BY BONDED OPERATORS

PARAMOUNT
PEST CONTROL SERVICE

Authorized Dealers

Albers PROVEN EGG MAKER MASH

Albers
Proven
Feeds

POULTRY — TURKEY — RABBIT
and DAIRY FEEDS

COAST COUNTIES
WAREHOUSES

Rolling — Grinding — Cleaning
and Storing

157 HIGUERA ST. San Luis Obispo 2678

Feed Dealers–(Cont'd)

FARRINGTON'S FEED & SUPPLY
AUTHORIZED ALBERS DEALER
STOCK FEEDS
POULTRY FEEDS
GRAIN BUYERS
Highway Atascadero-193

Greenaway's Feed Store
Taylor's All-In-One Foods
Eaglet Atascadero-236-W
GRIMES & EDWARDS FEED CO
135 Traffic ..... Aroyo Grnde-200-W
Loomis E C & Son 415 Branch ..... Aroyo Grnde-32
Loomis E C & Son 147 High ..... Sn Luis Obspo-1080
POULTRYMEN'S CO-OPERATIVE ASSN OF SOUTHERN CALIF TrafficWy. Atascadero-84
SAN LUIS FEED CO 305 Higuera Sn Luis Obspo-655
If no answer call ..... Sn Luis Obspo-1080
SOUTHERN PACIFIC MILLING CO
STOCK & POULTRY FEEDS
GRAIN BUYERS
WAREHOUSEMEN
RiversideAv ..... Pso Robls-9
Taylor Milling Corp
1493 Higuera ..... Sn Luis Obspo-2862-W
Templeton Feed Store Highway Templtn-14-J

Fencing Equipment & Supplies
See Sporting Goods Headings

Fertilizers–Retail
GRIMES & EDWARDS FEED CO
135 Traffic ..... Aroyo Grnde-200-W
Loomis E C & Son 415 Branch ..... Aroyo Grnde-32
Loomis E C & Son 147 High ..... Sn Luis Obspo-1080

Field Glasses–See Optical Goods

Filters
Ken's Mohawk Service
1001 Higuera ..... Sn Luis Obspo-562
(See Advertisement This Page)

Hear the music of distinguished artists brought to you each Monday night, 9 to 9:30 o'clock, over N.B.C. stations, by the Telephone Hour's "Great Artist Series."

WINSLOW OIL FILTERS

KENNETH N. MITCHELL
CARL W. HINKLE
Insure the life of your car.
End oil waste—
don't drain.
End unnecessary motor repairs.
Automobile - Trucks
Tractors - Boats
KEN'S MOHAWK SERVICE
1001 Higuera San Luis Obispo 562

Financing
See also Loans
Mercantile Acceptance Company
994Monterey. Sn Luis Obspo-994
Mercantile Acceptance Corp Of Calif
994Monterey. Sn Luis Obspo-994

Firearms–See Sporting Goods Headings

Fish Packers
EMERSON UNITED FISHERIES
See Our Adv Under Fish-Whsle
540 Pismo ..... Pismo Bch-195

Fish–Retail
Abbey C L Olive ..... Morro Bay-4071
Bible P S Cayucos-16
ECHOLS FISH MARKET
Cypress&Stimson. Pismo Bch-137
Emerson United Fisheries 540 Pismo. . Pismo Bch-195
(See Advertisement Opposite Page)
McCORMICK JOHN P CO
WHOLESALE & RETAIL
FISH
MARINE WAYS - MARINE SUPPLIES
MACHINE SHOP
Port San Luis Wharf. . . Sn Luis Obspo-1-J-12
Morro Bay Oyster Co
Fresh Oysters Direct From Beds
Morro Bay Blvd ..... Morro Bay-2491
SAN LUIS FISH CO
WHOLESALE & RETAIL
FRESH FISH DAILY
OYSTERS - SHRIMPS
ALL SEA FOOD IN SEASON
680Higuera ..... Sn Luis Obspo-136
San Luis Fish Co Avila ..... Sn Luis Obspo-8-R-22

Fish–Whsle
CARVER'S WHOLESALE FISH
WHOLESALE FISH
ABALONES - SHRIMP
OYSTERS & OTHER SEA FOODS
IN SEASON
75-8th ..... Morro Bay-3571
Castagnola Geo V. Cambria-73
Echols Fish Market Cypress&Stimson. . Pismo Bch-137
Elmore & Montgomery Abalone Co
West ..... Morro Bay-4841
EMERSON UNITED FISHERIES
540 Pismo ..... Pismo Bch-195
(See Advertisement Opposite Page)
McCormick John P Co
Port San Luis Wharf ..... Sn Luis Obspo-1-J-12
Morro Bay Oyster Co Morro Bay Blvd. Morro Bay-2491
Paladini A Inc
Slicing & Preparing Abalone Steaks
SMain ..... Morro Bay-2621
PISMO BEACH FISHERIES
540 Pismo ..... Pismo Bch-195
San Luis Fish Co 680 Higuera ..... Sn Luis Obspo-136

Plan your shopping with the Classified Telephone Directory.

Announcing . . .

30 Conveniently Located California Hi-way Shops and Drive-in Cafes

Serving a Variety of Fresh Sea Food Cooked to Delight Your Appetite

For an enjoyable sea food meal stop at the sign of
ROYAL CROWN
FISH N CHIP
SEA FOOD SHOPS

ROYAL CROWN
FISH N CHIP
SEA FOOD SHOPS

Specializing in
FISH N CHIPS
FRIED OYSTERS
ABALONE STEAK
FRIED SHRIMP
SEA FOOD COCKTAILS
TASTY SEA FOOD SALADS

"ALSO PACKAGED FRESH FISH TO TAKE HOME AND COOK"

A DIVISION OF
EMERSON-UNITED FISHERIES
OF CALIFORNIA

MAIN PLANT & GENERAL OFFICES 540 PISMO STREET
Pismo Beach, Calif. Phone **Pismo Beach 195**

Largest Variety of
SEA FOODS
on Pacific Coast
Sold at All Good Markets

PACKERS · CANNERS · PROCESSORS · DIST.
"The best fresh FISH that ever came ashore"
SHORE FRESH (Brand) SEA FOODS

Packaged in
PATAPAR
VEGETABLE PARCHMENT
To Seal in the delicate natural flavor . . .

EMERSON-UNITED DIVISIONS
PISMO BEACH FISHERIES
PORT SAN LUIS - AVILA - MORRO BAY FISHERIES
SANTA BARBARA - CHANNEL ISLANDS - GAVIOTA FISHERIES
VENTURA - PIERPOINT BAY - NEPTUNE FISHERIES
PLAYA DEL REY - CATALINA - REDONDO FISHERIES
SOLANO BEACH - DEL MAR - LA JOLLA FISHERIES

EMERSON-UNITED FISHERIES
OF CALIFORNIA
MAIN PLANT & GENERAL OFFICES
540 Pismo St., Pismo Beach, Calif. **Pismo Beach 195**

Fishing Supplies
Tackle Box 5th & Market.....Morro Bay-4921

Fisk Batteries
Look on "B" pages under "Batteries–Retail"

Fisk Tires
Look on "T" pages under "Tires–Dealers"

Five Cents To One Dollar Stores
MARSALEK'S VARIETY
116 Branch.....Aroyo Grnde-98-J

Fixit Service
Steve's Fix-It Shop 428 Cypress.....Pismo Bch-300
(See Advertisement This Page)

Floor Coverings–See Linoleum Headings

Floors–Materials & Laying
MATEJCEK A J
Hardwood Floors
Sanding & Refinishing Old Floors
161 Ward.....Sn Luis Obspo-272-W

Floors–Tile–See Tile Headings

It pays to make frequent use of the Classified Telephone Directory. It lists services, stores, products and professional people—all classified for your convenience.

STEVE
BUILDS and REPAIRS EVERYTHING
STEVE'S FIX-IT SHOP
428 Cypress **Pismo Bch 300**

Flowers
FOR ALL OCCASIONS
Corsages - Floral Designs
Plants - Funeral Sprays

Telephone
PASO ROBLES 656
HIGGINS FLOWER SHOP
1411 Pine St.

Florists–Retail

BRISCO NURSERY & FLORIST
CUT FLOWERS
CORSAGES A SPECIALTY
WEDDING & FUNERAL DESIGNS
We Telegraph Flowers
1422 Monterey.....Sn Luis Obspo-2060

GOOLD'S GARDENS
FLOWERS
FOR EVERY OCCASION
Complete Decorations
FLORAL DESIGNS - WEDDINGS - GIFTS
Telegraph Flowers the Bonded Way
1512 Mill.....Sn Luis Obspo-1733
If no answer call...Sn Luis Obspo-2455-R

GRANDE NURSERY Traffic Wy.....Aroyo Grnde-34
HIGGINS FLOWER SHOP 1411 Pine..Pso Robls-656
(See Advertisement This Page)
Hobbs E Miramon Av.....Atascadero-54

MISSION FLORIST
Conveniently Located in Anderson Hotel Bldg.
Open 10:30 A.M. to 8 P.M. Daily
FINEST IN FLOWERS
CORSAGES A SPECIALTY
WEDDING & FUNERAL DESIGNS
WE TELEGRAPH FLOWERS
Bonded FTD Member
965 Monterey.....Sn Luis Obspo-432

PALMER C W MORTUARY
1264 Higuera..Sn Luis Obspo-452
Perrine S C State Hwy.....Atascadero-63-W
Wilson's Flower Shop 1110 Garden..Sn Luis Obspo-622

Florists–Whsle
Kalar Douglas H Esparto.....Pismo Bch-6-Y-21

Flower Bulbs–See Seeds & Bulbs–Retail

Fluorescent Lighting Apparatus & Fixtures
House Of Appliances 2748 Spring....Pso Robls-1304

Flywheels–Repairing
See Automobile Repairing; also Welding

Food Products
EMERSON UNITED FISHERIES
See Our Adv Under Fish-Whsle
540 Pismo.....Pismo Bch-195
Rosenthal Mart 443 Higuera.....Sn Luis Obspo-644
SIMON LEVI CO LTD
Distrs Best Foods Products
668 Upham.....Sn Luis Obspo-1894

Foods–Frozen–See Frozen Foods

Fraternal Organizations
See also Associations
Loyal Order of Moose No 1409 Price..Pismo Bch-301

Freezers–Food Storage Units
See also Refrigeration Equipment–Commercial; also Refrigerators–Domestic
MODERNE THE
See Our Adv Refrigerators-Domestic
685 Higuera.....Sn Luis Obspo-826

Freight Motor Carriers
See Motor Freight Companies Headings

Frigidaire Electric Ranges
Look on "R" pages under "Ranges & Stoves–Dealers"

Frigidaire Refrigerators
Look on "R" pages under "Refrigerators–Domestic"

Frozen Foods
BIRDS EYE FROSTED FOODS—
GOLDEN STATE COMPANY LTD
570 Higuera Sn Luis Obspo-181

BRENDLIN-RICE FROZEN FOOD PROCESSORS
267 Pismo.....Sn Luis Obspo-1076

Fruit & Vegetable Brokers
Pac Coast Fruit Distrs
Ocean & Esparto.....Pismo Bch-29-W

Fruit & Vegetable Growers & Shippers
Cortez A Morro Atas Rd.....Morro Bay-2917
Cunha M S Oceano.....Aroyo Grnde-258-F-21
EARLE MYERS CO Oceano...Aroyo Grnde-258-F-23
LEYTE FARMING CO
Growers Of Beans-Tomatoes-Cauliflower
Peas & Sugar Peas & Various Other Vegetables
101 Hwy.....Pismo Bch-49-Y-4
Nagano Patrick N Morro Crk.....Morro Bay-2061
Northside Gardens 1305 Hwy No 1...Morro Bay-3923
OCEANO CELERY DISTRIBUTORS
Oceano.....Aroyo Grnde-272-F-2
Reyes & De Leon Packing Co
Oceano.....Aroyo Grnde-256-F-23
Reyes S D Ranch No 2.....Aroyo Grnde-237-F-4
San Luis Distributing Co Edna...Sn Luis Obspo-2586

Fruits & Vegetables–Whsle
LEVY A & ZENTNER J CO
303 Higuera..Sn Luis Obspo-1381
Panos Geo S.....Nipomo-16
WRIDE E C SnAndreas&SntaYsabel.Atascadero-124-J

Fuels
See Specific Kinds, i.e., Coal & Coke Dealers; Oils–Fuel & Heating; Etc

Funeral Directors
GRAY HARRY S FUNERAL CHAPEL & CREMATORIUM S Highway.....Atascadero-98
(See Advertisement This Page)
Joyaux H V 1135 Snta Rosa.....Sn Luis Obspo-88
KUEHL FUNERAL HOME 1703 Spring..Pso Robls-301
Palmer C W Mortuary
1264 Higuera.....Sn Luis Obspo-452
(See Advertisement This Page)
Richardson R F Co 1135 SntaRosa..Sn Luis Obspo-88
(See Advertisement This Page)
Wood Earl W 134 Nelson.....Aroyo Grnde-39

Fungicides–See Insecticides

If the telephone number at your residence is listed under another's name, frequently friends do not know how to reach you. For small cost you can have a separate listing in the Telephone Directory under your own name.

A Distinctive Service
Beautiful Chapel Service
Lady Attendant
C. W. PALMER
Mortuary
ESTABLISHED 1900

TELEPHONE
San Luis Obispo 452
1264 Higuera St.

HARRY S. GRAY
FUNERAL DIRECTOR
Prompt, Careful, Courteous, Complete Funeral Service
Atascadero Crematorium in Connection
Homelike Chapel - Visitors Welcome
Inspection Invited
Phone Atascadero 98
AMBULANCE SERVICE
DAY OR NIGHT
Phone Atascadero 98

L. V. RICHARDSON - H. V. JOYAUX

R. F. RICHARDSON CO.
FUNERAL DIRECTORS
Oldest Established Mortuary in Point of Continuous Service in This County"
PIPE ORGAN - LADY ATTENDANT
1135 Santa Rosa **San Luis Obispo 88**

Fur Dealers–Retail

LACTERMAN'S
Large Selection Of
Fine Furs In All Prices
Buy Your Furs With Confidence From the Expert Furrier of San Luis Obispo County
Remodeling - Repairing - Restyling
728 Higuera ..... Sn Luis Obspo-1285

Furnaces–Heating

DILLON'S HEATING SERVICE
OIL HEATING
INSTALLATION & SERVICE
ON ALL TYPES OF HEATING EQUIP.
AGENTS FOR
H. C. LITTLE FURNACES & RAY BURNERS
Atascadero Hotel Bldg
Hwy Atascadero-200

KEENE'S BOILER & HEATING SERV
3045 Park..... Pso Robls-655-J

Furnaces–Heating–(Cont'd)

Mack's Plumbing Shop 907-12th.. Pso Robls-1329-W
Smee's Plumbing&Heating Shop
1302 Osos. Sn Luis Obspo-766

Furnaces–Repairing & Cleaning

Dillon's Heating Service Hwy..... Atascadero-200

Furniture Cleaning

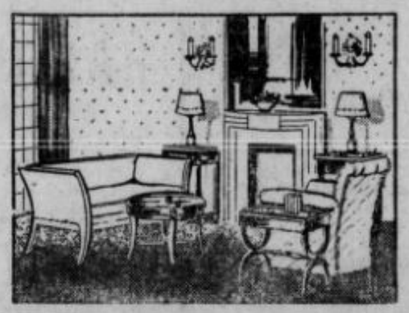
See Upholstery Cleaners

Furniture Dealers–New

Carlton Furniture Co 101Hwy..... Atascadero-374
Carlton Furniture Co 101 Highway... Atascadero-394
Davidson's Furniture & Awning Store
669 Higuera. Sn Luis Obspo-421
EWERS HOME FURNISHINGS
855 Marsh..... Sn Luis Obspo-1573
(See Advertisement This Page)
HEATON R C CO 803-13th..... Pso Robls-29
(See Advertisement Opposite Page)
Pismo Home Furnishings 555 Dolliver.. Pismo Bch-224
(See Advertisement Opposite Page)
(Continued on Pages 39 and 40)

COMPLETE LINE
EWERS HOME FURNISHINGS
AND APPLIANCES

CHESTERFIELDS
BEDROOM SETS
UNFINISHED FURNITURE
CARPETS - RUGS
LINOLEUM
DRAPERIES
MATTRESSES & BEDDING



REFRIGERATORS
PHILCO RADIOS
PREMIER VACUUM CLEANERS
WASHING MACHINES
IRONERS
RANGES
STOVES
HEATERS

JUVENILE FURNITURE - BABY FURNITURE AND TOYS

Telephone San Luis Obispo 1573

855 MARSH ST. SAN LUIS OBISPO

In 1869, Elisha Gray and Enos Barton, with a half-dozen foot-lathes and a handful of skilled workmen, opened their shop which grew into the Western Electric Company of today, the manufacturing, purchasing and supplying unit of the Bell System.

In these busy days when saving time is so important, more and more telephone users are following the thoughtful way of answering the telephone: "Harry Smith speaking." Such an introduction establishes identity, saves time and makes a good impression.

When you think of Furniture
Think of
ZEGAR'S
"A Modern Store—For a Modern City"
Everything for the Home
INCLUDING
STOVES - RADIOS - WASHING MACHINES, ETC.
840 Monterey
San Luis Obispo 85

FURNITURE
HOME FURNISHINGS
APPLIANCES
HARDWARE

R. C. HEATON COMPANY
803-13th Paso Robles 29

YOURS & MY FURNITURE STORE
New & Used Furniture

★ Bought - Sold - Exchanged
★ Highest Cash Prices Paid
★ Everything for the Home
★ Radios - Refrigerators
★ Washing Machines - Stoves
WESTINGHOUSE ELECTRIC RANGES
GAFFERS & SATTLER GAS RANGES
See Us for Better Buys
Phone San Luis Obispo 942
H. L. McKEEN, *Prop.*
1127 Broad San Luis Obispo

PISMO
HOME FURNISHINGS
- Complete Home Furnishings
- Juvenile Furniture
- Baby Apparel & Accessories
- Authorized Philco Radio Dealer

555-575 DOLLIVER
Pismo Beach 224

WALKER'S
CENTRAL HOME SUPPLY
HOME FURNISHINGS
RUGS CARPETS LINOLEUM
REFRIGERATORS
RADIOS STOVES
HOME FREEZERS
WASHING MACHINES - FURNACES
Phone Arroyo Grande 122
112 W. Branch Street

FURNITURE
Service
Refinishing - Repairing
Cabinet Work, Etc.
Special Furniture
Designed to Order
Industrial Finishing Shop
V. F. EMMONS, *Prop.*
910 High **San Luis Obispo 1407**

When You Have
FORGOTTEN . . . A NAME
Recommended
By Someone

You remember someone having recommended a certain concern or dealer, but can't remember the name recommended.

LOOK IN THE
Classified
TELEPHONE SECTION
You will probably recognize the name when you see it.

Furniture Dealers–New–(Cont'd)

Trussler's Furniture Store 1303 Park..Pso Robls-126
Walker's Central Home Supply
112 W Branch.....Aroyo Grnde-122
(See Advertisement This Page)
WHITAKER'S FURNITURE
766Higuera.Sn Luis Obspo-1006
Yours & My Furniture Store
1127 Broad Sn Luis Obspo-942
(See Advertisement Preceding Page)
ZEGAR FURNITURE STORE
840 Monterey.....Sn Luis Obspo-85
(See Advertisement Preceding Page)

Furniture Dealers–Used

GAMBONI'S USED FURNITURE
We Buy-Sell & Exchange
Everything For The Home
866 Palm.....Sn Luis Obspo-2765-W
McAdams' Second Hand Store
If You Have Furniture To Sell
See Us First-Everything For The Home
907-12th.....Pso Robls-1329-W
Morro Bay Hardware Store 375-5th..Morro Bay-2941
NEARLY NEW FURNITURE CO
We Buy Anything That Doesn't Eat
1230 Osos.....Sn Luis Obspo-2092-W
PISMO TRADING CENTER
What Have You-We Pay Cash
306 Ocean View.....Pismo Bch-198

SMITH WALTER J
USED FURNITURE
BOUGHT & SOLD
"See Us for Good Values"
415 Cypress.....Pismo Bch-304

WALKER'S SECOND HAND STORE
IMMEDIATE CASH
FOR
USED FURNITURE
STOVES - DISHES - RUGS
WE BUY, SELL & EXCHANGE
1115 Broad.....Sn Luis Obspo-2219

YOURS & MY FURNITURE STORE
1127 Broad.....Sn Luis Obspo-942

Furniture Repairing & Refinishing

Industrial Finishing Shop 910High.Sn Luis Obspo-1407
(See Advertisement This Page)
Nearly New Furniture Co
1230 Osos.....Sn Luis Obspo-2092-W

Furniture–Unfinished

INDUSTRIAL FINISHING SHOP
910 High.....Sn Luis Obspo-1407

Furniture Upholstering–See Upholsterers

Furs–See Fur Headings

More and more, business men are finding that it pays in good will to place and receive their telephone calls with as little time-lag for the other fellow as possible. They place their own calls or stay close to the telephone when they tell someone else to do it.

Garages

See also Automobile Repairing

Atascadero Garage Hwy.....Atascadero-16
B & B Garage W Branch.....Aroyo Grnde-88
Baxter W A & Sons 535 Price.....Pismo Bch-80
BELLO GARAGE&MACHINE SHOP
1234 Broad Sn Luis Obspo-116
Bill's Auto Repair 2544 Riverside.....Pso Robls-710
Bishop's Garage & Radiator Shop
148 Allen.Aroyo Grnde-74-W
BORIACK STORAGE GARAGE
24-Hour Towing Service
1005 Monterey.....Sn Luis Obspo-3
BROWN GORDON C Roosevelt Hwy..Morro Bay-2952
Brown Joe C 16th&Spring.....Pso Robls-706
Caccia Howard 740 D.....Morro Bay-4621
Cambria Pines Garage HighwayNo1...Cambria-45-M
Cayucos Garage.....Cayucos-8
Cook's Garage Tally Ho Rd.....Aroyo Grnde-241-W
Cook's Standard Garage 155Traffic..Aroyo Grnde-121
Danforth Pat 678 Marsh.....Sn Luis Obspo-1566
Davis Harry E 102 Branch.....Aroyo Grnde-8-R
Don's Garage 786 Chorro.....Sn Luis Obspo-1373-J
FRENETTE'S GARAGE SHwy.....Atascadero-85
Guy's Service Station 99 Traffic Way.Aroyo Grnde-105
Highway Garage 285 Price.....Pismo Bch-119
Hi-way Garage 918-13th.....Pso Robls-69
Hove Ed.....Templtn-6-W
K & R Garage Hwy.....Templtn-18
KAMM C H&CO 1034Monterey....Sn Luis Obspo-162
Langan M B Buick Garage.....Cambria-2
MISSION GARAGE
Storage & Parking
1011 Chorro.....Sn Luis Obspo-388
PIMENTEL & WEAVER GARAGE
Truck Repairs & Maintenance
101 Highway.....Sn Luis Obspo-1360
Pioneer Garage 1246 Spring.....Pso Robls-169-W
Pontiac Garage 1020Park.....Pso Robls-1000
R&C Garage.....Nipomo-17
Roosevelt Garage.....Cayucos-9-M
Routzahn Motor Co 636Higuera...Sn Luis Obspo-1470
Seaside Garage 821 Price.....Pismo Bch-33
Service Garage 917-12th.....Pso Robls-35-R
SHANDON GARAGE Shandon.....Pso Robls-30-F-3
Standard Motor Sales 990 Higuera..Sn Luis Obspo-44
Star Garage Highway.....S Margrita-3
STEVE'S GARAGE 1044Monterey.Sn Luis Obspo-100
(See Advertisement This Page)
Stinchfield's Garage 1348 Railroad....Pso Robls-1535
Sweeter's Garage Oceano.....Aroyo Grnde-230-F-14
Thresh E H Inc 1101Monterey....Sn Luis Obspo-102
Tunison Basil A 1501 Spring.....Pso Robls-514

STEVE'S GARAGE
STEVE ZEGAR, Prop.
Open 24 Hours
TELEPHONE
SAN LUIS OBISPO **100**
Cars Washed, Polished, Steam Cleaned
Lubrication, Gasoline and Oil
Storage Night, Week or Month
One of the Most Modern
Garages on 101 Highway
Batteries, Automobile Accessories, etc.
Yellow Cab Stand, 1044 Monterey St.

It's good business to keep your firm name, services and commodities listed and advertised in the Classified Telephone Directory, for that places your firm's name where it can be at your customers' fingertips instantly.

Garbage Collection

Paso Robles Waste Disposal
1719 Pine.Pso Robls-653-W
If no answer call.....Pso Robls-98
San Luis Garbage Co 518 Higuera.Sn Luis Obspo-1672
If no answer call.....Sn Luis Obspo-1614-W
Or call.....Sn Luis Obspo-1680
Sippel Dell Garbage Disposal
Del Rio.....Atascadero-296-W

Garments

See Women's Wearing Apparel Headings

Gas–Bottled

Franscioni Butane Sales & Serv
2801 Spring.Pso Robls-343

Gas Companies

Southern Counties Gas Co
Pismo Rd Aroyo Grnde-234-F-11
Southern Counties Gas Co Highway...Atascadero-163
Southern Counties Gas Co 823-13th....Pso Robls-500
Southern Counties Gas Co
Office 504 Dolliver.....Pismo Bch-32-M
Southern Counties Gas Co
Office 1141 Chorro.....Sn Luis Obspo-16
Plant Broad.....Sn Luis Obspo-490
From Morro Bay Exchange only (No Inter-City Charge) Ask "Operator" for Entrprise-10206

Gasoline & Oil Marketers & Distrs

ASSOCIATED OIL CO OcruttRd.Sn Luis Obspo-727-W
General Petroleum Corp 5th&Pine.....Pso Robls-252
MICHELS H E 1446 Spring.....Pso Robls-176
Richfield Oil Corp 6th&Pine.....Pso Robls-418
Richfield Oil Corp Orcutt Rd....Sn Luis Obspo-414-W
ROUNTREE OIL DISTRIBUTING CO
100 Traffic Wy.....Aroyo Grnde-54-J
Seaside Oil Co
P H Crum-Distributor
Pismo Hwy.....Sn Luis Obspo-1396
SEASIDE OIL CO.....Templtn-4
SIGNAL OIL CO 1446 Spring.....Pso Robls-176
If no answer call.....Pso Robls-283-J
Signal Oil Co 751 Marsh.....Sn Luis Obspo-802
If no answer call.....Sn Luis Obspo-1636-W
TEXAS CO THE DISTRIBUTOR
Stenner.Sn Luis Obspo-1277
Tide Water Associated Co
Orcutt Rd.Sn Luis Obspo-727-W
TIDE WATER ASSOCIATED OIL CO
26th.Pso Robls-911-W
Wilshire Oil Co 101Hwy.....Sn Luis-565

Gasoline Service Stations

See Service Stations

Gift Shops

Gift Nook 1120Chorro.....Sn Luis Obspo-2826
GOOLD'S GARDENS 1512 Mill..Sn Luis Obspo-1733
JERRAM V C JERRY 1023 Osos..Sn Luis Obspo-1661

Ginger Ale–See Beverages–Non Alcoholic

Glace Fruits

See Confectioners Headings; also Fruits & Vegetables Headings

A Directory Advertising Representative will be glad to help you prepare a Classified Directory advertisement that should be most profitable. You can reach him by calling the business office of the telephone company.

"Everything in Glass"

AUTOMOBILE

GLASS REPLACEMENTS
OF ALL KINDS

Estimates Given

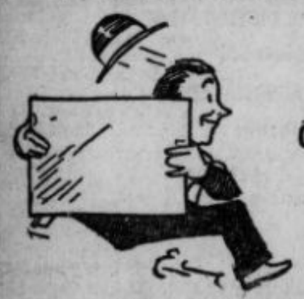
PLATE & WINDOW GLASS
FURNITURE TOPS - MIRRORS - RESILVERING

PASO ROBLES GLASS SHOP
L. W. Fowler — Marjorie Pearson

609 - 22nd

Phone Paso Robles 469
Residence Paso Robles 935-J

GLASS



THE ONLY LICENSED GLASS CONTRACTOR IN THE COUNTY
Wholesale & Retail

For All Purposes
WINDOW AND PLATE
MIRRORS MADE TO ORDER - RESILVERING
AUTO GLASS INSTALLED
TABLES AND DESK TOPS

Telephone SAN LUIS OBISPO 1372

PEARSON GLASS SHOP
673 HIGUERA ST.

FRONTIERS
beyond

There are always new frontiers to telephone service, problems to be solved, improvements to be made, and there will always be Telephone Pioneers pushing on to new achievements.

THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY

Glass–Auto, Plate, Window, Etc

Bouton Cabinet&Glass Shop DelRioAv. Atascadero-255
Paso Robles Glass Shop 609-22d. . . . . Pso Robls-469
(See Advertisement Opposite Page)
Pearson Glass Shop 673Higuera. . Sn Luis Obspo-1372
(See Advertisement Opposite Page)
WESTERN CABINET WORKS 1000Park. Pso Robls-289

Glaziers

Paso Robles Glass Shop 609-22d. . . . . Pso Robls-469

Golf Courses–Public

S L O County Golf Club. . . . . Morro Bay-3181

Government Offices–City

See Alphabetical Directory Under "Name of City"

Government Offices–County

See Alphabetical Directory Under "San Luis Obispo County of"

Government Offices–Federal

See Alphabetical Directory Under "U S Government"

Government Offices–State

See Alphabetical Directory Under "Calif State of"

Grain Brokers

Loomis E C & Son 415 Branch. . . . . Aroyo Grnde-32
Loomis E C & Son 147 High. . . . . Sn Luis Obspo-1080

Grain Dealers

Cousins James I 822-13th. . . . . Pso Robls-119-W
Loomis E C & Son 415 Branch. . . . . Aroyo Grnde-32
Loomis E C & Son 147 High. . . . . Sn Luis Obspo-1080
Pelton R D 1225 Riverside Av. . . . . Pso Robls-214
Sutton H C 1227 Pine. . . . . Pso Robls-379

Gravel–See Sand & Gravel

Greeting Cards–Retail

Gift Nook 1120Chorro. . . . . Sn Luis Obspo-2826

Greyhound Lines

Look on "B" pages under "Bus Lines"

Grocers–Retail

Angello Carl Oceano. . . . . Aroyo Grnde-231-F-4
ARROYO GRANDE COML CO 303 Branch. . . . . Aroyo Grnde-202
Avila Grocery
Harold Martin-Proprietor
Avila. . . . . Sn Luis Obspo-8-J-1
Baker & Roberts
Store No 1 839 Marsh. . . . . Sn Luis Obspo-21
Store No 2 Pacific & Higuera. . Sn Luis Obspo-2466
Bay's Market Marsh. . . . . Sn Luis Obspo-2180
Belloni's Grocery 1638 Osos. . . . . Sn Luis Obspo-463
Bennett R M 122 Branch. . . . . Aroyo Grnde-8-J
Bercutt's Drive-In Market,2105 Spring. Pso Robls-313
Burton Grocery 420 High. . . . . Sn Luis Obspo-302-W
C H B Market 661 Higuera. . . . . Sn Luis Obspo-999
Calif Park Grocery
1 California. . . . . Sn Luis Obspo-2738-W
CALLAWAY'S GROCERY
Gasoline Station And
Restaurant In Conjunction
Hwy. Nipomo-20
Cobb's Fremont Grocery 1208Peach. Sn Luis Obspo-637
Del Monte Grocery
301 Snta Barbara. Sn Luis Obspo-1000

Grocers–Retail–(Cont'd)

DONOHO BROS MARKET 2598 Spring. Pso Robls-1024
Fair Oaks Grocery. . . . . Aroyo Grnde-236-F-12
(See Advertisement This Page)
Ghezzi's Store. Cayucos-6-M
Glen Oaks Grocery S Hwy. Atascadero-377
Gorham's Grocery No 2 Main. Nipomo-19
Halcyon Store Halcyon. . . . . Aroyo Grnde-236-F-11
Hearn's Market 201Branch. . . . . Aroyo Grnde-252
Hibbard & Co 721-12th. . . . . Pso Robls-256
Leidig's Market 447Higuera. . . . Sn Luis Obspo-491-W
LES'S GROCERY
Beer & Wines
1901 Broad. . . . . Sn Luis Obspo-2938
Litchfield's Market 695 Higuera. . Sn Luis Obspo-2193
Log Cabin Market 400 Traffic Wy. . . . Aroyo Grnde-55
Mac's Grocery SHwy. Atascadero-299
Mallory Henry T 1415 Beach. . . . . Sn Luis Obspo-1273
Margarita Mercantile Co. . . . . S Margrita-30
Martins Grocery 580 Cypress. . . . . Pismo Bch-44
Maston's Grocery 5th&Main. . . . . Morro Bay-2921
McGowan's Store. Cambria-42-W
Montgomery's Department Store
Oceano. Aroyo Grnde-230-F-2
Morro Bay Grocery 5th. . . . . Morro Bay-2531
Muizo David 870Monterey. . . . . Sn Luis Obspo-54
New Park Grocery 1401 Osos. . . . Sn Luis Obspo-1431
North Side Grocery 84 Snta Rosa. . Sn Luis Obspo-465
Orcutt Market 835-12th. . . . . Pso Robls-180
Paul's Grocery 110Branch. . . . . Aroyo Grnde-255
Pennington's Grocery Highway. . . . . S Margrita-22
Petersen's General Merchandise. Templtn-7
PIONEER DRIVE-IN MARKET Morro&Marsh. Sn Luis Obspo-1825
Radke's Atascadero Mkt Traffic Wy. . . . Atascadero-89
Ralph's Market 705Dolliver. . . . . Pismo Bch-61
Robbins Corner 2028 Spring. . . . . Pso Robls-409
Santa Rosa Street Market
Mill&Snta Rosa. Sn Luis Obspo-326
Sauer A Co 848 Monterey. . . . . Sn Luis Obspo-27
Severietti Victor Broad & Marsh. . Sn Luis Obspo-2065
Shell Beach Grocery Shell Bch. . . . . Pismo Bch-328
Sinsheimer Bros 849 Monterey. . . . . Sn Luis Obspo-18
Sinsheimer Bros 849 Monterey. . . . Sn Luis Obspo-144
Smith Arthur R 2630 Broad. . . . . Sn Luis Obspo-1532
Smith T C Service Station. Nipomo-6
Southside Grocery 100 Higuera. Sn Luis Obspo-1795-R
Tomasini Bros. Cayucos-4-R
Wadham's Grocery 845 Main. . . . . Morro Bay-2771
Wilson's Cash Store 2039Broad. . Sn Luis Obspo-2713

Grocers–Whsle

Adler Wholesale Co 1301 Carmel. . Sn Luis Obspo-260
JUILLARD-COCKCROFT 230 Snta Barbara Av. Sn Luis Obspo-93
RAND & HALPIN & HIBLER INC
A H Lindquist-Resident Manager
2056 Hope. . . . . Sn Luis Obspo-1265
SIMON LEVI CO LTD
Distrs Best Foods Products
668 Upham. . . . . Sn Luis Obspo-1894

FAIR OAKS GROCERY
W. E. ALBITS, *Mgr*

GROCERIES
FRESH FRUITS & VEGETABLES
BEER AND WINE - GAS & OIL
Call Arroyo Grande 236-F-12
Corner of Halcyon & Grand

Grocery Products Brokers

Juillard-Cockcroft
230 Snta Barbara Av. Sn Luis Obspo-93

Guides–Shippers'–See Publishers

Gunsmiths

LUNDGREN ERIC 1326 Park.....Pso Robls-470

Haberdashery

See Men's Furnishings Headings

Hairdressers–See Beauty Shops

Hardware–Retail

Atascadero Hardware Traffic Wy.....Atascadero-133
Beach Store 447 Cypress.....Pismo Bch-39
BRISCO HARDWARE 857 Monterey.Sn Luis Obspo-41
(See Advertisement This Page)
COOPERATIVE FARMERS SUPPLY CO INC
1311 Park.....Pso Robls-344
Dickie's Hardware & Plumbing Shop.....Cambria-36
Erhart A R 447 Cypress.....Pismo Bch-39
FARMER'S HARDWARE & EQUIP CO
581 Higuera. Sn Luis Obspo-852
Forden's Hardware 1033 Chorro...Sn Luis Obspo-273
HEATON R C CO 803-13th.....Pso Robls-29
Hewitt H.....Templtn-17
Howard & Bates 109 Branch.....Aroyo Grnde-84
Morro Bay Hardware Store 375-5th..Morro Bay-2941
PASO ROBLES MERCANTILE CO
839-12th. Pso Robls-340
Union Hardware Co 725Higuera....Sn Luis Obspo-43

Hardwood Floors

See Floors–Materials & Laying

HARDWARE

Mechanical and Garden **TOOLS**

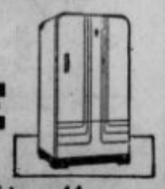
SPORTING GOODS

HOUSEWARES
ELECTRIC APPLIANCES AND SUPPLIES
STEWART-WARNER & SONORA RADIOS

REFRIGERATORS
WASHING MACHINES
FURNACES & WATER HEATERS

Old Colony Paints

BRISCO HARDWARE



857 Monterey St.

Phone San Luis Obispo 41

Hardwoods–See Lumber Headings

Harness

FARMER'S HARDWARE&EQUIP CO
Harness-Saddlery&Riding Equip
581Higuera.....Sn Luis Obspo-852

Harvesters–See Agricultural Implements

Hatcheries–Poultry

ATASCADERO POULTRY RANCH
N Hwy.....Atascadero-381
Black's Hatchery Riverside.....Pso Robls-186-W
GROVER CITY HATCHERY
Grand Av.....Aroyo Grnde-261-F-12
Kimber Poultry Breeding Farms
One Day Old Baby Chicks
Snta Cruz Rd.....Atascadero-42-W
San Luis Hatchery Laurel Lane.Sn Luis Obspo-1452-M

Hats–Renovators

Wardrobe The 1137 Garden.....Sn Luis Obspo-892

Hawaiian Goods–See Gift Shops

Health Food Products–Retail

MacKay's Modern Foods
1135 Garden.....Sn Luis Obspo-1444

Hearing Aids

SONOTONE OF SANTA BARBARA
W A Renstrom Mgr
19 E Canon Perdido Snta Barbara
(Toll) Call "Operator" for...Snta Barbara-7819

ZENITH RADIONIC HEARING AID

Complete with Radionic Tubes, Crystal Microphone, Batteries and Battery Saver Circuit. No Extras. No "Trade-up". Liberal Guarantee. Accepted by American Medical Association Council on Physical Therapy.

ZENITH

"WHERE TO BUY IT"

Brown's Pharmacy State Hwy.....Atascadero-51
OPTICAL SUPPLY CO
Tower Bldg.....Sn Luis Obspo-2140

Heaters

See also Furnaces–Heating

HOME APPLIANCE COMPANY
745 Higuera.....Sn Luis Obspo-609
House Of Appliances 2748 Spring....Pso Robls-1304
MODERNE THE
Gas-Electric & Fuel Oil
685 Higuera.....Sn Luis Obspo-826
Wilcox Lou 729-12th.....Pso Robls-1507

Heaters–Water

See Water Heaters Headings

Heating Apparatus

See Specific Kinds, i.e., Furnace Headings; Water Heaters; Etc

Heating Contractors

See Contractors–Heating & Ventilating

Make the Classified Telephone Directory your buying guide—it can save you time and effort.

Herbs

Wu H M 1128 Chorro.....Sn Luis Obspo-1750-W

Hogs–See Livestock

Home Food Freezers

See Freezers–Food Storage Units

Hosiery Repairing

PAT'S DRESSMAKING SHOP
1220 Morro.....Sn Luis Obspo-2144

Memory plays tricks. If in doubt about a telephone number, please look it up in the Directory.

Hospitals

ATASCADERO GENERAL HOSPITAL
Magnolia Av. Atascadero-170
General Hospital Johnson.....Sn Luis Obspo-1500
MOUNTAIN VIEW HOSPITAL
1530 Marsh. Sn Luis Obspo-1400
SAN LUIS SANITARIUM
General And Maternity
1170 Marsh.....Sn Luis Obspo-73
SCOTT'S FAIR OAKS CONVALESCENT HOME
Chronic Cases-Home For Aged-Modern Quiet
Fair Oaks.....Aroyo Grnde-228-F-22

Hotels

ANDERSON HOTEL Monterey....Sn Luis Obspo-902
ANDREWS HOTEL
Ethel V Venn-Lessee-Manager
901 Osos.....Sn Luis Obspo-317

(Continued Next Page)

THE ORIGINAL

MOTEL INN

The Coast Highway's Ideal Midway Pause

240 MILES TO SAN FRANCISCO ← **MIDWAY** → 206 MILES TO LOS ANGELES

In the Foothills (Route 101) on El Camino Real

HALFWAY BETWEEN SAN FRANCISCO & LOS ANGELES

Charming Spanish Bungalows - in a Garden Setting

Excellent Dining Room and Cocktail Lounge

RIDING STABLES ON PREMISES
SADDLE HORSES FOR RENT

HUGO A. ENDERS, *Manager*

At North City Limit
SAN LUIS OBISPO

Phone San Luis Obispo 1340

Don't Throw It Away

Things around the house you consider useless—may need only minor repairs to make them serviceable. Call a service man near you.

LOOK IN THE
Classified
TELEPHONE SECTION

RANCHOTEL & COFFEE SHOP

SAN LUIS OBISPO, CALIFORNIA

Offering Superior Accommodations to the Discriminating Traveler

1900 MONTEREY ST.
On Highway 101

Phone San Luis Obispo 2333

Hotels–(Cont'd)

Antler's Hotel Spring.....Pso Robls-262
Atascadero Hotel S Highway.....Atascadero-197
Beechwood Aut-O-Tel 74 Higuera..Sn Luis Obspo-911
Blackstone Hotel 844 Monterey...Sn Luis Obspo-840
Brophy Hotel Apts 1804 Spring.....Pso Robls-1330
CAMBRIA PINES LODGE
Make Reservations-45 Rooms Available
.....Cambria-50
Camozzi Hotel Cambria-11-M
CARLTON HOTEL Hwy.....Atascadero-177
Civic Auditorium Hotel
1190 Monterey..Sn Luis Obspo-1907
Dollar Hotel The 1317 Spring.....Pso Robls-290
El Paso Hotel 1232 Park.....Pso Robls-757
Golden State Hotel 1109 Morro...Sn Luis Obspo-175
Granada Hotel 1128 Morro.....Sn Luis Obspo-232
HOTEL BUTLER 440 Pomeroy Av....Pismo Bch-41
HOTEL NORTON 1227 Spring.....Pso Robls-149
Hotel Obispo 1025 Court.....Sn Luis Obspo-189
HOTEL OLSEN 607 Price.....Pismo Bch-20
Hotel Park 1815 Osos.....Sn Luis Obspo-792
HOTEL SAN LUIS
Rita Soto-Proprietress
697 Higuera.....Sn Luis Obspo-1917
HOTEL TAYLOR 1308 Spring.....Pso Robls-158
I X L Hotel
C A Tingley Owner
740-14th .....Pso Robls-269
Linda Arms Hotel 321-12th.....Pso Robls-16
Marshall Hotel 874 Higuera.....Sn Luis Obspo-400
Midway Hotel 999 Higuera.....Sn Luis Obspo-220
Mission Hotel 865 Monterey...Sn Luis Obspo-593-W
Morro Hotel 1011 Morro.....Sn Luis Obspo-2037-W
MOTEL INN Monterey.....Sn Luis Obspo-1340
(See Advertisement Preceding Page)
Motel Marianna 730 Spring.....Pso Robls-417
Motel Supreme 2400 Spring.....Pso Robls-955
Oasis Cafe&Hotel.....S Margrita-1
Oceano Hotel Oceano.....Aroyo Grnde-230-F-21
Pac Hotel 158 Higuera.....Sn Luis Obspo-2557
PASO ROBLES INN 1103 Spring....Pso Robls-1100
PINES HOTEL THE
Mrs Maude M Wright Prop
We Serve Light Lunches
HighwayNo1 .....Cambria-69
Plaza Hotel 979 Osos.....Sn Luis Obspo-1946
Ranchotel 1900 Monterey.....Sn Luis Obspo-2333
(See Advertisement Preceding Page)
Rhodes Hotel 864 Monterey...Sn Luis Obspo-2765-J

STEVENS HOTEL
A RESIDENTIAL HOTEL
PERMANENT & TRANSIENT GUESTS
Under New Management
Completely Remodeled
916-13th .....Pso Robls-224

TAYLOR HOTEL 1308 Spring.....Pso Robls-158
Wineman Hotel Higuera.....Sn Luis Obspo-1800

House Movers

York-Davis & Bakke House Movers
1907 Chorro.....Sn Luis Obspo-807-W

Houses–Prefabricated

Wood A B 109 Poole.....Aroyo Grnde-90

Bell Telephone Laboratories worked with the United States Navy during World War II in developing the PBM-3 Flying Boat, the electronic operation flight trainer which enables a 5-man bomber crew to train safely on the ground and yet experience all combat and flying conditions.

Ice

Holt's Milk & Ice Service 550 Pismo...Pismo Bch-89
Mahan Thomas A 451 Pismo.....Pismo Bch-47
Paso Robles Ice Service 846-9th.....Pso Robls-233
Pismo Oceano Ice Co Oceano....Aroyo Grnde-231-F-5
Puritan Ice Co Traffic Wy.....Atascadero-59

SAN LUIS ICE & COLD STORAGE CORP
CRYSTAL CLEAR ICE
Crushed, Bulk or Cubes
CITY WIDE DELIVERY SERVICE
1409 Walker.....Sn Luis Obspo-67

Ice Cream Dealers

GOLDEN STATE COMPANY LTD
570 Higuera..Sn Luis Obspo-181
Grande Ice Cream Co 116 W Branch..Aroyo Grnde-22
Grande Ice Cream Plant 331 Mason..Aroyo Grnde-112
Meadow Gold Ice Cream Division Of Beatrice Creamery Co 2840 Spring.....Pso Robls-464

Ice Cream–Mfrs & Distrs

BEATRICE CREAMERY CO
2840 Spring.....Pso Robls-464

GRANDE ICE CREAM CO
Wholesale Frozen Products Distributor
ARDEN - EATMORE - RITZ - POPSICLE
C. H. "CHET" LAWRENCE
ARROYO GRANDE
116 W Branch.....Aroyo Grnde-22
Or .....Aroyo Grnde-112

MEADOW GOLD ICE CREAM DIVISION OF BEATRICE CREAMERY CO
2840 Spring.....Pso Robls-464

Implements–Agricultural

See Agricultural Implements

Income Tax Consultants

See Tax Consultants

Indian Goods–See Gift Shops

Infants' Garments

See Children's & Infants' Garments Headings

Insecticides

GRIMES & EDWARDS FEED CO
135 Traffic.....Aroyo Grnde-200-W
Loomis E C & Son 415 Branch.....Aroyo Grnde-32
Loomis E C & Son 147 High.....Sn Luis Obspo-1080

Insulation Materials–Cold & Heat

Builders Market 1115-13th.....Pso Robls-277
KYLE ROOF SERVICE 1609 Osos..Sn Luis Obspo-546
(See Advertisement Opposite Page)

Insurance Adjusters–See Adjusters

Insurance Agents & Brokers

Atkinson E H 1009 Higuera.....Sn Luis Obspo-697
BACHINO&STOCKIRD
Successors To Ernest Vollmer
740 Higuera.....Sn Luis Obspo-393
Bolton Henry C 1013 Chorro....Sn Luis Obspo-1875
Clifford Insurance Agency 727-13th..Pso Robls-264-W
Cousins James I 822-13th.....Pso Robls-119-W
(Continued on Pages 47 and 48)

JOHNS-MANVILLE
ROCK WOOL
HOME INSULATION
The Scientific Insulation
INSTALLED BY THE PNEUMATIC BLOWER METHOD
Gives You All These Important Advantages
• LOW COST
• UNIFORM THICKNESS & DENSITY
• FIREPROOF
• DEGREES COOLER IN SUMMER
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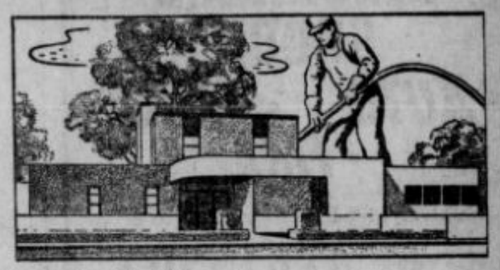

For Information Call
KYLE ROOF SERVICE
HARRY KYLE, *Mgr.* 1609 Osos Street San Luis Obispo 546
Established Over 20 Years Residence San Luis Obispo 523

STATE FARM MUTUAL
AUTO INSURANCE AGENCY
WORLD'S LARGEST AUTOMOBILE INSURANCE COMPANY
AUTO - LIFE - FIRE
Comprehensive LIABILITY for Farm & Residence
Office 1016 Court St. - San Luis Obispo
Phone San Luis Obispo 1380
IF NO ANSWER CALL
THERESA RIGDON Res. San Luis Obispo 1357
J. MILO McCHESNEY Res. Morro Bay 4892

FARMERS INSURANCE GROUP
Symbol of Superior Service
FARMER'S INSURANCE GROUP
• AUTO • TRUCK • FIRE
INSURANCE AT A SAVING
E. H. ATKINSON
District Mgr.
TELEPHONES
SAN LUIS OBISPO 697
Nights: San Luis Obispo 1014
1009 Higuera St.
SAN LUIS OBISPO

STATE FARM INSURANCE COMPANIES
World's Largest Auto Insurer
AUTO - FIRE
LIABILITY - LIFE
See Us Before You Buy Your New Car for Better Financing
FRED W. WHITAKER
204-17TH ST.
PASO ROBLES 678

Additional Listings
...for the growing-up son or daughter, for the relative or friend who lives under your roof...what nicer thought than a separate listing in the Telephone Book?

Insurance Agents & Brokers—(Cont'd)

Curtright L T 785 Marsh.....Sn Luis Obspo-1676
DE CHAINE BOB INSURANCE AGENCY 733-12th Pso Robls-129
Dubin H J 997 Higuera.....Sn Luis Obspo-676
EVANS BROKERAGE CO
1118 Chorro.....Sn Luis Obspo-63
Fitzgerald Maurice W 852 Higuera.Sn Luis Obspo-839
Gist Fred L 1035 Chorro.....Sn Luis Obspo-858
HARTFORD FIRE INSURANCE—
COUSINS JAMES I 822-13th..Pso Robls-119-W
HENDERSON BROKERAGE CO Highway.Atascadero-194
JEFFERSON STANDARD LIFE INSURANCE—
VAN HORN OTTO B 612-12th....Pso Robls-1414
Jefferson Standard Life Ins Co 612-12th.Pso Robls-1414
KAISER ALVIN R

Agent
WEST COAST LIFE INSURANCE CO.
Life - Accident - Health
1115 Chorro.....Sn Luis Obspo-2685

Kamm L W 1137 Chorro.....Sn Luis Obspo-1051
KENNEDY RALPH C 858 Marsh.Sn Luis Obspo-1900
Lawrence L W 1020 Broad.....Sn Luis Obspo-121
LEWIN BERNHARD 851 Marsh...Sn Luis Obspo-325
Lewin M & Son 792 Monterey....Sn Luis Obspo-424
Loomis E C & Son 415 Branch.....Aroyo Grnde-32
Metropolitan Life Ins Co 1042 Pismo.Sn Luis Obspo-734
Mutual Life Ins Co of N Y
1411 Essex.....Sn Luis Obspo-842-R
NELSON WM A
Stanley H Nelson
982 Monterey.....Sn Luis Obspo-2134
Pierce Kem D Mrs 227-12th.....Pso Robls-1021
Polizzotto Paul 852 Higuera.....Sn Luis Obspo-173
STATE FARM INSURANCE COMPANIES 1016 Court.Sn Luis Obspo-1380
(See Advertisement Preceding Page)
Thornburg Grace R Mrs 1028 Chorro.Sn Luis Obspo-11
Whitaker Fred W 204-17th.....Pso Robls-678
(See Advertisement This Page)
WIEST G ELLIS
Agent-Travelers-Aetna-Zurich Ins Co's
705-12th.....Pso Robls-28

Insurance Companies

FARMER'S AUTOMOBILE INTER-INSURANCE EXCHANGE 1009 Higuera.Sn Luis Obspo-697
(See Advertisement This Page)
Metropolitan Life Ins Co
James F Irvin-Agent
1042 Pismo.....Sn Luis Obspo-734
NEW YORK LIFE INSURANCE CO
C L Lessi-Special Agent
1054 Church.....Sn Luis Obspo-632
Northwestern Mutual Life Ins Co
The Dividend Paying Co of America
852 Higuera.....Sn Luis Obspo-173
SANTA BARBARA COUNTY FARMERS MUTUAL FIRE INSURANCE—
McCHESNEY J MILO
1016 Court.....Sn Luis Obspo-1380
State Farm Insurance Companies 1016 Court.Sn Luis Obspo-1380
State Farm Mutual Insurance Co's 204-17th.Pso Robls-678

Interior Decorators

WHITAKER'S FURNITURE 766Higuera.Sn Luis Obspo-1006

Investments

Wickenden W C 1035 Chorro.....Sn Luis Obspo-858

Investments—Real Estate—See Real Estate

Iron—Scrap—See Junk Dealers

Ironing Machines

Long E E Piano Co 777 Marsh....Sn Luis Obspo-506
MODERNE THE
Ironrite And Horton
685 Higuera.....Sn Luis Obspo-826

Jewelers—Mfrs

BROWN CLARENCE 862 Higuera.Sn Luis Obspo-1312

Jewelers—Retail

BROWN CLARENCE

"Your Jeweler"
DIAMONDS - WATCHES - JEWELRY
JEWELRY MADE TO ORDER
Engraving - Diamond Setting
All Work Guaranteed
862 Higuera.....Sn Luis Obspo-1312
121 S Broadway, Snta Maria
(Toll) Call "Operator" for....S Maria-707

Colyer's Jewelry 741-12th.....Pso Robls-789
Donaldson Jack Jewelry Store 1321 Spring.Pso Robls-1007
Howard Jewelry Co 1322 Spring.....Pso Robls-438
(See Advertisement This Page)
JERRAM V C JERRY 1023 Osos..Sn Luis Obspo-1661
(See Advertisement This Page)
Levin A W 741-12th.....Pso Robls-789
MARSHALL'S JEWELRY STORE

Since 1889
DIAMONDS
790 Higuera.....Sn Luis Obspo-597

McCREERY'S JEWELRY & APPLIANCE STORE
Silverware-Cut Glass-Dishes-Etc
420-5th.....Morro Bay-2291
Paso Robles Jewelry Store 725-13th...Pso Robls-443
Sinclair's Jewelry 1044 Chorro...Sn Luis Obspo-1482
Treasure Chest Jewelry & Gifts Chorro&Higuera.Sn Luis Obspo-640-W
VIGNEAU'S JEWELRY STORE 867 Monterey.Sn Luis Obspo-593-J

Jewelry Engravers

BROWN CLARENCE 862 Higuera.Sn Luis Obspo-1312

Junk Dealers

Mission Wrecking & Salvage Co 553 Higuera.Sn Luis Obspo-1608

Kennels

Winkley Boarding Kennels Orcutt Rd.Sn Luis Obspo-5-J-2

Telephone service is one of the unifying forces of the nation.

Kerosene—See Oils—Fuel & Heating

Keys—See Locksmiths

Knit Goods—Blocking—See Cleaners & Dyers

Labor Organizations

Carpenter's Local 1632 940 Chorro.Sn Luis Obspo-117
Culinary Alliance&Bartenders' Union Loc-703 793Higuera.Sn Luis Obspo-2783
Labor Local No 1464 A F of L Construction & General-Local No 1464 A F of L Labor Temple
1530 Monterey.....Sn Luis Obspo-256
Machinist Union Local 1166 457 Buchon.Sn Luis Obspo-1792
Truck Drivers Local 381 1530 Monterey.Sn Luis Obspo-1881

Laboratories—Dental

See Dental Laboratories

Laboratories—Medical

McCombie Laboratory 773 Pismo.Sn Luis Obspo-1298
If no answer call.....Sn Luis Obspo-193-M
If no answer call.....Sn Luis Obspo-1160-J

Lacquer Finishing

See Painting Contractors

Ladies' Tailors—See Tailors—Ladies'

Other members of your household may be identified in the community by means of additional listings in the Telephone Directory.

DIAMONDS - WATCHES
JEWELRY
WATCH REPAIRING
HOWARD
JEWELRY COMPANY
1322 Spring St. Paso Robles 438

V. C. "Jerry" JERRAM
Official
Southern Pacific Watch Inspector
Expert Watch Repairing
• DIAMONDS • WATCHES
• JEWELRY • GIFTS
GLADYS WHITE, Manager
DON ANDREWS, Watchmaker
1023 OSOS
SAN LUIS OBISPO 1661

DRY CLEANING

Telephone

San Luis Obispo

70

•

Let the

HOME LAUNDRY Co.

1323 Morro Street

TAKE WASHDAY OUT OF YOUR HOME

LAUNDRY

- DRY CLEANING AGENCY
- LINEN SUPPLY SERVICE
- FINISHED WORK
- FAMILY BUNDLES
- DRY & WET WASH

We Give Complete Coverage on All Service

CAMBRIA PINES LAUNDRY

LEON BORDEGARAY, *Prop.*

Phone

CAMBRIA 45-J

Laundries

Cambria Pines Laundry.....Cambria-45-J
(See Advertisement This Page)
ECONOMY CLEANERS & LAUNDRIES
23d&Spring Pso Robls-720
(See Advertisement This Page)
HOME LAUNDRY CO 1323 Morro Sn Luis Obspo-70
(See Advertisement This Page)
Mission Laundry 331 Pacific.....Sn Luis Obspo-1440
MODEL LINEN SUPPLY
348 Higuera.Sn Luis Obspo-1238
Modern Family Laundry
1313 Broad.Sn Luis Obspo-304
PASO ROBLES LAUNDRY & DRY CLEANING
1344 Pine.....Pso Robls-315
(See Advertisement This Page)

Laundries–Baby Garment–See Laundries

Lawyers–See Attorneys

Leather Goods–Retail

Harrington Bros 1009Chorro...Sn Luis Obspo-152-W
Pioneer Leather Store 1231Pine.....Pso Robls-747

Libraries–Institutional

San Luis Obispo Co Law Library
Court House.Sn Luis Obspo-1145

Libraries–Public

County Library Court House.....Sn Luis Obspo-1157
Paso Robles Pub Lib 12th.....Pso Robls-106-J
San Luis Obispo City of
Public Library
NBroad&Monterey.Sn Luis Obspo-2606

Light & Power Companies

See Electric Light & Power Companies

LAUNDRY

Phone PASO ROBLES 720

23rd & Spring

ECONOMY CLEANERS & LAUNDRIES

PASO ROBLES LAUNDRY

and Cleaners

• LET ONE STOP DO IT ALL

Call

PASO ROBLES 315

1344 PINE STREET

Lighting Systems & Equipment

Brown's Walt Electric Service
687 Pacific.....Sn Luis Obspo-97-W
FARMER'S HARDWARE&EQUIP CO
581Higuera.Sn Luis Obspo-852

KOHLER LIGHTING PLANTS—
SILER & BOTTS 1240½ Park.....Pso Robls-189

Limes–Fresh

See Fruits & Vegetables Headings

Linen Supply Service

Model Linen Supply 348 Higuera..Sn Luis Obspo-1238
(See Advertisement This Page)

Linoleum–Retail

HEATON R C CO 803-13th.....Pso Robls-29
Walker's Central Home Supply
112 W Branch.....Arroyo Grnde-122
(See Advertisement This Page)
WHITAKER'S FURNITURE
766 Higuera.....Sn Luis Obspo-1006
ZEGAR FURNITURE STORE
See Our Adv Under Furniture
840 Monterey.....Sn Luis Obspo-85

Liquefied Petroleum Gases

Boal Lawrence D Butane Serv 6th.....Cayucos-47-J
(See Advertisement This Page)
FRANSCIONI BUTANE SALES & SERV
2801 Spring.Pso Robls-343
(See Advertisement This Page)
SAN LUIS BUTANE DISTRS
EnsenadaAv.Atascadero-151
(See Advertisement This Page)

MODEL *LINEN & TOWEL* SERVICE

Individual Hand Towel Service for

OFFICE • SHOP • FACTORY

MONTHLY RENTAL SERVICE

ALSO FOR

- DOCTORS
- BEAUTY SHOPS
- RESTAURANTS
- BARBERS
- BUTCHERS
- GARAGES

SAN LUIS OBISPO 1238

If No Answer Call San Luis Obispo 2058

Service to

Paso Robles, San Miguel, King City, Santa Maria, Atascadero, Pismo Beach, Arroyo Grande, Morro Bay

348 HIGUERA SAN LUIS OBISPO

PROPANE BUTANE

WEDGEWOOD GAS RANGES
SERVEL-ELECTROLUX
GAS REFRIGERATORS
WATER HEATERS
DEARBORN SPACE HEATERS

Open 24 Hours Daily

Paso Robles 343

FRANSCIONI

Butane Sales and Service
2801 SPRING

WALKER'S CENTRAL HOME SUPPLY

LINOLEUMS
CARPETS
WINDOW SHADES
and
ASPHALT-TILE FLOOR COVERING

112 W. Branch Street

Phone Arroyo Grande 122

BUTANE AND PROPANE SERVICE

ELECTROLUX REFRIGERATORS
STOVES AND HEATERS

Commercial & Domestic
Expert Service.

LAWRENCE D. BOAL

BUTANE SERVICE

Phone CAYUCOS 47-J

6TH STREET CAYUCOS

BUTANE AND PROPANE

ELECTROLUX REFRIGERATORS
WEDGEWOOD RANGES
DEARBORN HEATERS
WATER HEATERS

SAN LUIS BUTANE DISTRIBUTORS

Louis & Iva Marx, Proprietors
Ensenada Ave.

Phone Atascadero 151

Liquor Stores

Bay's Liquor Store 728 Marsh...Sn Luis Obspo-1539
BLACK & WHITE LIQUOR STORE
835-13th.....Pso Robls-611
BROWN & DOYLE LIQUOR STORE
1026 Morro Sn Luis Obspo-2507-W

EL CAMINO LIQUOR STORE
IF YOU ARE A CONNOISSEUR OF
FINE LIQUORS
We Can Bring a Twinkle to Your Eyes
DROP IN AND LET US SERVE YOU
You Will Know the Quality Is Tops
If Your Selection Is Made Here
960 Monterey.....Sn Luis Obspo-1821

FRANK'S LIQUOR STORE
1019Chorro.Sn Luis Obspo-1022
FRED'S PLACE Oceano.....Aroyo Grnde-230-F-13
GOLD ROOM LIQUOR STORE
893Monterey.Sn Luis Obspo-230
Hoon's Liquor Store Dollar Hotel Bldg..Pso Robls-714
IDAHO CLUB
Harry H Cooper-Prop
400 Cypress.....Pismo Bch-161

LEIDIG'S MARKET
A Complete Line of
DOMESTIC & IMPORTED WINES
The Finer Brands of
BOURBON - SCOTCH
CANADIAN WHISKEY
CORDIALS - LIQUEURS & MIXERS
447Higuera.....Sn Luis Obspo-491-W

Nisbet's 1022 Morro.....Sn Luis Obspo-1866
OSOS LIQUOR STORE 1601 Osos Sn Luis Obspo-42
PASO ROBLES INN LIQUOR MART
1107 Spring.Pso Robls-1023
PASO ROBLES LIQUOR STORE
Johnny Jordan&Al Casper Props
1240 Spring.....Pso Robls-197
Pergola Liquor Store 978 Morro Sn Luis Obspo-755
PHIL'S PLACE Oceano.....Aroyo Grnde-258-F-22
RALPH'S INN 108 Branch.....Aroyo Grnde-51-W
REX'S PLACE AtascaderoHotel.....Atascadero-298
S & K Liquor Store 1118 Morro..Sn Luis Obspo-1458
Standard Liquor Store
875 Monterey.Sn Luis Obspo-1120
Waldorf Cafe 975 Osos.....Sn Luis Obspo-1002
Waldorf Club
Beer & Wines
547 Cypress.....Pismo Bch-91

Liquor Treatment–See Sanitariums

Liquor–Whsle

Glaser Bros 735 Marsh.....Sn Luis Obspo-1600
JUILLARD INC
228 Snta Barbara.....Sn Luis Obspo-1248
LAGOMARSINO'S WHOLESALE LIQUOR STORE
Osos&Higuera Sn Luis Obspo-187
Morganti L J Co 698 Higuera....Sn Luis Obspo-2440

Livestock

Molinari Leo Vachell.....Sn Luis Obspo-311
Murphy's Community Sales Yard
Livestock Auction Every Saturday
Highway.....Atascadero-149
SUNICAL LAND & LIVESTOCK DEPT
San Simeon.....Cambria-65-Y-3
WITCOSKY FRED
Buyers For San Luis Market
1057 Buchon.....Sn Luis Obspo-1534

Livestock Supplies–See Feed Dealers

Loans

See also Financing
Guarantee Bldg-Loan Assn
1127Garden.Sn Luis Obspo-362
MERCANTILE ACCEPTANCE COMPANY
994Monterey.Sn Luis Obspo-994
NATIONAL FARM LOAN ASSOCIATIONS
LONG TERM
FARM MORTGAGES
PRODUCTION CREDIT ASS'N
LOANS ON CROPS - LIVESTOCK
AND DAIRY FARMS
1123 Garden.....Sn Luis Obspo-1386

National Farm Loan Assns
1123 Garden.....Sn Luis Obspo-1386
WHITEY'S LOAN OFFICE
993 Higuera.....Sn Luis Obspo-1768
(See Advertisement This Page)

Loans–Real Estate

See Loans; also Banks; also
Building & Loan Associations; Etc

Lockers–Cold Storage

See Cold Storage Lockers

LOANS
WE LOAN ON

Diamonds - Watches
Jewelry - Radios - Binoculars
Guns - Golf Clubs - Cameras
Typewriters - Musical Instruments

Strictly Confidential
WHITEY'S LOAN OFFICE
993 Higuera Street
Phone
San Luis Obispo 1768

In 1869, Elisha Gray and Enos Barton, with a half-dozen foot-lathes and a handful of skilled workmen, opened their shop which grew into the Western Electric Company of today, the manufacturing, purchasing and supplying unit of the Bell System.

Locksmiths

Bible P S.....Cayucos-16
(See Advertisement This Page)
Smith C S 1225 Park.....Pso Robls-40-W
Strader C R
Keys Made-Safes Opened
1131 Garden.....Sn Luis Obspo-984-W

Lodges–See Associations

Lodging Houses–See Rooming Houses

Lubricating Oils–See Oils–Lubricating

Luggage–Retail

Beno's Army & Navy Store
840 Monterey.....Sn Luis Obspo-620

Lumber–Retail

BUILDERS MARKET 1115-13th.....Pso Robls-277
HAGLE-DeCOU LUMBER CO
SHighway.Atascadero-43
HAYWARD HOMER T LUMBER CO
12th&Riverside.Pso Robls-73
Mineau & Loomis Lumber Co
405 Branch Aroyo Grnde-262
(See Advertisement This Page)
Pac Coast Lumber Co Of Calif
410 Branch.....Aroyo Grnde-33
PAC COAST LUMBER CO OF CALIF
Lumber Yard 271 Higuera....Sn Luis Obspo-1420
Manager's Office 133 High.. Sn Luis Obspo-1268
(See Advertisement This Page)
San Luis Mill&Lumber Co
246Higuera.Sn Luis Obspo-624
Southern Pacific Milling Co
Oceano.Aroyo Grnde-68-F-2
(Continued Next Page)

SAFES AND VAULTS
New - Used - Opening & Repaired
Combinations Changed & Cleaned
By Yearly Contract
Keys Made While You Wait
Steel Tapes Repaired by Machine
Padlocks Keyed Alike
or Masterkeyed
Boats - Engines - Marine Supplies
FISHING TACKLE & FISHING BOATS
Phone **Cayucos 16**
P. S. BIBLE, *Prop.*
P. O. Box 140 Cayucos, Calif.

SOUTHERN PACIFIC MILLING CO.
Since 1885
LUMBER
PAINT
ROOFING
STEEL BUILDINGS
STEEL PRODUCTS
MILL WORK

Cambria	29
Morro Bay	2601
Oceano-Arroyo Grande	68-F-2
Paso Robles	433
San Miguel	18
Santa Margarita	4
San Luis Obispo	2200
Templeton	1

PACIFIC COAST LUMBER CO.

OF CALIF.
Since 1876
Lumber
PAINT - HARDWARE
PIPE, CEMENT, OILS
WALLBOARD, STUCCO
Telephone
San Luis Obispo 1420
MAIN YARD
271 Higuera St.
MANAGER'S OFFICE
133 High San Luis Obispo 1268
ARROYO GRANDE YARD
410 Branch Arroyo Grande 33
PISMO YARD
101 Highway

MINEAU & LOOMIS LUMBER CO.
BUILDING MATERIALS
ROOFING MATERIALS
PUMPS
GENERAL PLUMBING
SHERWIN-WILLIAMS PAINTS
FORD TRACTORS
FERGUSON IMPLEMENTS
Phone Arroyo Grande 262
405 Branch Arroyo Grande

Lumber–Retail–(Cont'd)

Southern Pacific Milling Co.....Cambria-29
Southern Pacific Milling Co 5th.....Morro Bay-2601
Southern Pacific Milling Co Pine.....Pso Robls-433
(See Advertisement Preceding Page)
SOUTHERN PACIFIC MILLING CO
Snta Barbara Av. Sn Luis Obspo-2200
Southern Pacific Milling Co.....S Margrita-4
Southern Pacific Milling Co.....Templtn-1

Lyon Van Lines Service

Look on "M" pages under
"Moving & Storage Service"

Machine Shops

CUENDET F

BLACKSMITH
AND
MACHINE SHOP
General Machine Work - Welding
Specializing in Heavy Hardware
1304 Railroad.....Pso Robls-130-J

LOVE F M 1243 Monterey.....Sn Luis Obspo-1199
Port San Luis Transportation Co
157 Higuera. Sn Luis Obspo-2678
Warden Machine Shop 424 Higuera. Sn Luis Obspo-271
Wood H A 1207-13th.....Pso Robls-99-M

Marine Supplies

Bible P S
Boats-Engines-Hardware
.....Cayucos-16

Markets

ARROYO GRANDE COML CO
303 Branch.....Aroyo Grnde-202
Baker & Roberts 839 Marsh.....Sn Luis Obspo-21
Belloni's Grocery 1638 Osos.....Sn Luis Obspo-463
Bercutt's Drive-In Market 2105 Spring. Pso Robls-313
Berkemeyer Market 1021 Chorro....Sn Luis Obspo-8
Bryan Meat Co 1307 Park.....Pso Robls-456
California Market 632 Price.....Pismo Bch-1
Central Meat Market 1218 Park.....Pso Robls-23
Donoho Bros Market 2598 Spring....Pso Robls-1024
El Charro Meat Market
138 Higuera.....Sn Luis Obspo-712
Hibbard&Co 721-12th.....Pso Robls-256
LOG CABIN MARKET 400 Traffic Wy. Aroyo Grnde-55
Loy's Market 3d & Main.....Templtn-13-J
MARGARITA MERCANTILE CO.....S Margrita-30
Montgomery's Department Store
Oceano. Aroyo Grnde-230-F-2
Orcutt Market 835-12th.....Pso Robls-180
Orcutt Meat Market 835-12th.....Pso Robls-15
P I MARKET
Meat-Fish-Groceries-Fruits&Vegetables
328 OceanVwAv.....Pismo Bch-62
PIONEER DRIVE-IN MARKET
Morro&Marsh. Sn Luis Obspo-1825
Robbins Corner 2028 Spring.....Pso Robls-409
Roy's Market 721-12th.....Pso Robls-128
San Luis Market Morro & Marsh....Sn Luis Obspo-61
Santa Rosa Street Market
Mill&Snta Rosa. Sn Luis Obspo-326
Smith's Meat Market Traffic Wy.....Atascadero-90
Soto's Meat Market.....Cambria-19
United Meat Market 714 Higuera. Sn Luis Obspo-1780
Wadham's Grocery
M R Ekegren Prop
845 Main.....Morro Bay-2771
Zoppi's Market
Beer And Wine
.....Cambria-33

Markets–Meat–See Meat–Retail

Massage

Beck Walter H 518 Ocean Vw.....Pismo Bch-160

HALL W A

NATURE'S DOCTOR
NO DRUGS USED
SWEDISH TREATMENT
Snta Margarita 26-W

Nevins' Hot Mineral Baths 840-11th..Pso Robls-619
(See Advertisement Opposite Page)
Sycamore Mineral Springs
Masseurs & Masseuses
Avila Rd.....Sn Luis Obspo-8-J-12
WALKER EARL T
Modern Chiropractics-Colonic Irrigations
1947 Spring.....Pso Robls-754

Mattresses–Renovating

San Luis Sterilization&Mattress Co
Buchon&High. Sn Luis Obspo-405
WHITAKER'S FURNITURE
766 Higuera. Sn Luis Obspo-1006

Mattresses–Retail

HEATON R C CO 803-13th.....Pso Robls-29
San Luis Sterilization & Mattress Co
Buchon & High.....Sn Luis Obspo-405
(See Advertisement Opposite Page)
WHITAKER'S FURNITURE
766 Higuera. Sn Luis Obspo-1006

Mausoleums

Odd Fellows Cemetery & Mausoleum
Highway. Sn Luis Obspo-960

Meat Lockers–See Cold Storage Lockers

Meat–Retail

ARROYO GRANDE COML CO
303 Branch.....Aroyo Grnde-202
Berkemeyer Market 1021 Chorro.....Sn Luis Obspo-8
Bryan Meat Co 1307 Park.....Pso Robls-456
C H B Meat Market
661 Higuera. Sn Luis Obspo-1560-W
DONOHO BROS MARKET
2598 Spring. Pso Robls-1024
LOG CABIN MARKET
400 Traffic Way.....Aroyo Grnde-55
Mac's Grocery SHwy.....Atascadero-299
Roy's Market 721-12th.....Pso Robls-128
Santa Rosa Street Market
Mill&Snta Rosa. Sn Luis Obspo-326
SMITH ARTHUR R 2630Broad..Sn Luis Obspo-1532
UNITED MEAT MARKET
714 Higuera. Sn Luis Obspo-1780
Wadham's Grocery
M R Ekegren Prop
845 Main.....Morro Bay-2771
Wilkinson Paul 120Branch.....Aroyo Grnde-205

Meat–Whsle

Bryan Meat Co Slaughter House
Santa Maria To King City
.....Pso Robls-366
San Luis Market 715 Higuera.....Sn Luis Obspo-126
Sanlo Wholesale Meat & Cold Storage Co
340 Higuera. Sn Luis Obspo-482
Witcosky Co VachellLn.....Sn Luis Obspo-2123

Memory plays tricks. If in doubt about a telephone number, why not look it up in the Directory and save time and trouble?

A. J. NEVINS

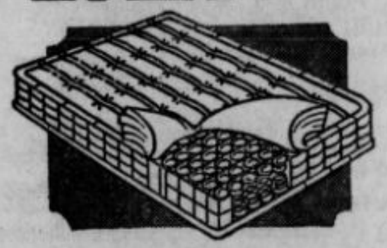
HOT SULPHUR SPRINGS and MUD BATHS

My Treatment for Rheumatism, Arthritis, Sacro-Iliac, Strain, Sciatica, Nervous and Other Disorders Is Unexcelled in Its Results.

SWEDISH AND SCIENTIFIC MASSAGE
PHYSIO-THERAPY

840-11th Street — Paso Robles 619

MATTRESSES RENOVATED



INNER SPRINGS - BOX SPRINGS - PILLOWS
OUR SPECIALTY

OLD MATTRESS MADE NEW
NEW MATTRESS MADE TOO

One-Day Service

Furniture Cleaning
Custom Built Upholstery

Telephone NOW FOR FREE ESTIMATE → SAN LUIS OBISPO 405

SAN LUIS STERILIZATION & MATTRESS CO.

State-wide Authorized Sterilization Plant

Buchon & High — San Luis Obispo

CRESCENT DAIRY

GRADE A PASTEURIZED MILK
CREAM - BUTTER
Delivered Daily to Your Home Or at Your Favorite Grocer
Telephone PASO ROBLES 110
1421 SPRING ST.

WILLOW SPRINGS DAIRY

QUALITY MILK
"Direct From Farm to Your Door"
EXTRA RICH
GRADE "A" PASTEURIZED MILK
TABLE CREAM BUTTERMILK
COTTAGE CHEESE
TELEPHONE
PASO ROBLES
12-F-2

Men's Furnishings–Retail

Denison & Hopkins E Branch.....Aroyo Grnde-125
GENARDINI'S MENS WEAR
779 Higuera.Sn Luis Obspo-1362
Green Bros 871 Monterey.....Sn Luis Obspo-724
Hub The E Branch.....Aroyo Grnde-50
LENZNER'S 627-12th.....Pso Robls-761
MISSION TAILORING SERVICE
863 Monterey.....Sn Luis Obspo-496
SQUIRE'S MEN'S WEAR 745-12th.Pso Robls-151-W
WICKENDEN'S 837 Monterey...Sn Luis Obspo-1511

Mercantile Agencies

See Credit Reporting Agencies

Milk & Milk Products

Atascadero Dairy RiverRd.....Atascadero-259-W
Crescent Dairy Alamo.....Atascadero-78-M
CRESCENT DAIRY 1421 Spring.....Pso Robls-110
(See Advertisement This Page)
Domenghini Bros Hwy No 1.....Morro Bay-3906
Garden Dairy 341 Higuera.....Sn Luis Obspo-990
GOLDEN STATE COMPANY LTD
570Higuera.Sn Luis Obspo-181
Harmony Valley Creamery Harmony..Cambria-6-Y-22
HARMONY VALLEY CREAMERY ASSOCIATION
991Nipomo.Sn Luis Obspo-1700
Hillcrest Farm.....Aroyo Grnde-216-F-5
Holt's Milk&Ice Service 550Pismo.....Pismo Bch-89
Home Dairy Co The 719Higuera...Sn Luis Obspo-769
Morro Bay Creamery Service Fresno..Morro Bay-4091
Paso Robles Milk Products
13th&Riverside.Pso Robls-234
Sinsheimer Bros
La Lomita Ranch.....Sn Luis Obspo-6-J-21
SNO-WHITE CREAMERY
888Monterey.Sn Luis Obspo-1872
WILLOW SPRINGS DAIRY
SHighway.Pso Robls-12-F-2
(See Advertisement This Page)

Milliners–Retail

Chambers Dress Shop 1214 Park.....Pso Robls-74
MOTZ STYLE SHOP
Margaret McNeil-Prop
856 Higuera.....Sn Luis Obspo-1054
Stevenson's Millinery Shop
1030 Chorro.Sn Luis Obspo-981

Milling

Loomis E C & Son 147 High.....Sn Luis Obspo-1080

Millwork

Hammock Chas Wood Products
N Hwy.....Atascadero-247
SAN LUIS MILL & LUMBER CO
206 Higuera.Sn Luis Obspo-624
SOUTHERN PACIFIC MILLING CO
Snta Barbara Av.Sn Luis Obspo-2200

Mining Companies

Dalessi Henry C 450Marsh.....Sn Luis Obspo-118
Klau Mine Inc.....Pso Robls-8-F-43
White R E SntaRosaCrk.....Cambria-5-Y-2

Ministers–See Clergymen

Mirrors–Retail

Adams A L & Son Cabinet Shop
1026 Riverside.....Pso Robls-177-W
Pearson Glass Shop 673Higuera..Sn Luis Obspo-1372

Monuments–Retail

BELL MONUMENT CO
1426 Palm.....Sn Luis Obspo-1538-W

Mortar–See Concrete–Ready Mixed

Motion Picture Equipment & Supplies

SHADOW ARTS STUDIO
Wickenden Bldg.....Sn Luis Obspo-431

Motion Picture Rental Libraries

SHADOW ARTS STUDIO
Wickenden Bldg.....Sn Luis Obspo-431

Motor Freight Companies–Interstate

PAC FREIGHT LINES 393 Marsh.Sn Luis Obspo-1370

Motor Trucks–See Trucks–Motor

Motorcycles

San Luis Cyclery 1239 Monterey...Sn Luis Obspo-876

Moving Service–Heavy Hauling

See Trucking

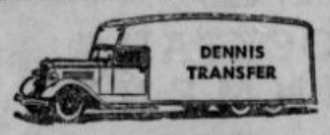
Moving & Storage Service

ATASCADERO TRANSFER & STORAGE CO
Cristobal Av.....Atascadero-345
(See Advertisement This Page)
BEKINS VAN & STORAGE CO AGENCY
737 Marsh.Sn Luis Obspo-19
Christensen's Transfer & Storage
1226 Park.Pso Robls-705
If no answer call.....Pso Robls-519
DENNIS TRANSFER 1824 Nipomo.Sn Luis Obspo-355
(See Advertisement This Page)
Eastman Transportation & Storage
N Hwy.....Atascadero-171

MOVING

Shipping - Storage - Packing
Bekins Van & Storage Co., Agents
ATASCADERO TRANSFER & STORAGE CO.
Phone Atascadero 345

MOVING
LOCAL and LONG DISTANCE
Storage
Crating
Packing
Shipping



Phone San Luis Obispo 355
1824 Nipomo, Sn Luis Obispo

Moving & Storage Service–(Cont'd)

Independent Moving & Storage
413 S Main.....Morro Bay-2781

LYON VAN LINES SERVICE
NATIONWIDE MOVING
Household Goods without crating.
Return loads wanted.
Large or small jobs get equal attention.
ICC-CRC Permits.
Insured Safety
FREE ESTIMATES
LYON MOVING
"SERVICE RENDERED BY"
DENNIS TRANSFER
1824 Nipomo. Sn Luis Obspo-355

Mushrooms

Ford's Mushroom Farm Eaglet.....Atascadero-70-M

Music Dealers

BROWN'S MUSIC STORE
717 Higuera.....Sn Luis Obspo-1278
(See Advertisement This Page)
Long E E Piano Co 777 Marsh.....Sn Luis Obspo-506
Moderne The 685 Higuera.....Sn Luis Obspo-826
Wherrit Raymond 2297 Johnson Av.Sn Luis Obspo-943

Music Instruction–Instrumental

Hoover Dorothea Tyler 117 Pool..Aroyo Grnde-123-W

Music Instruction–Vocal

Worden Stella Studio
Special Method For Child Voice
Hwy.....Atascadero-342

Music Publishers

Neet-Note Publications Supplies & Service
742 Market San Francisco
(Toll) Call "Operator" for.....Sutter-4465

Musical Boxes

TRI-COUNTY NOVELTY CO
675 Higuera.....Sn Luis Obspo-703
After 5 AM Sun Or Holidays
Call.....Sn Luis Obspo-2934

Musical Instruments–Repairing

BROWN'S MUSIC STORE
717 Higuera.....Sn Luis Obspo-1278

The oldest of all the telephone industry's traditions is service.

BROWN'S MUSIC STORE

"Everything Musical"
REPAIRING
Orchestra Instruments
Band Instruments
Record Albums
Phonograph Records
Sheet Music
PIANOS
Bought-Rented-Sold
717 Higuera
Phone San Luis Obispo 1278

Musical Instruments–Retail

BROWN'S MUSIC STORE
We Buy Musical Instruments
717 Higuera ..... Sn Luis Obspo-1278

Long E E Piano Co
Phonograph Records & Pianos
777 Marsh ..... Sn Luis Obspo-506

Nash

Look on "A" pages under
"Automobile Dealers–New Cars"

Navy Goods–See Army & Navy Goods

News Dealers

American News Company
783 Marsh. Sn Luis Obspo-2199
Brewster's Stationery Store 807-12th Pso Robls-30-W
Clements Ben News Service 531 Maple..Pso Robls-906
Cummin's News Stand 431Cypress....Pismo Bch-311
Hi-Way News Agency
San Francisco Examiner-Chronicle-News
Los Angeles Examiner-Times-Herald
1218 Spring..... Pso Robls-337
St Clair's News Depot
1015Chorro. Sn Luis Obspo-152-J
San Luis Obispo Telegram & Tribune
135-16th..... Pso Robls-1187
San Luis News Agency
981 Chorro..... Sn Luis Obspo-477-W

Have you thought of having a separate business listing in the Telephone Directory under your own name? The charge for these extra listings is small, the convenience often great.

Newspapers

Atascadero News N Mall..... Atascadero-100
Press Advertiser Co 1212 Pine..... Pso Robls-102

Night Clubs

Anchor Pomeroy Av..... Pismo Bch-345
(See Advertisement Opposite Page)
Carlton Hotel Hwy..... Atascadero-177
(See Advertisement Opposite Page)
Country Club PismoHwy..... Sn Luis Obspo-10-J-2
(See Advertisement Opposite Page)
DANTES 955Higuera..... Sn Luis Obspo-2197
Ducky's State Highway..... Aroyo Grnde-286-F-2
(See Advertisement Opposite Page)
EL MAR CAFE 304 Cypress..... Pismo Bch-100

MAC & MARV'S BARBECUE
DANCING
ORCHESTRA
COCKTAILS
"Open Every Nite"
BARBECUED STEAKS
Highway Nipomo-13

Nina's 101 Hwy..... Pismo Bch-331
(See Advertisement This Page)
ROADSIDE INN
Dancing-Cocktail Lounge
101 Hwy..... Sn Luis Obspo-1912
WAYSIDE INN
Dancing-Cocktails
Edna Rd ..... Sn Luis Obspo-1915
WOODCHUCK INN 101 Hwy..... Atascadero-135
(See Advertisement Opposite Page)
(Continued Next Page)

You can find out "Where To Buy It" by looking in the Yellow Pages.

"TROPICAL ATMOSPHERE"

There is always a crowd
and a good time at

NINA'S

DANCING - COCKTAILS
ENTERTAINMENT

SHELL BEACH—101 HWY. *Phone Pismo Beach 331*

ANCHOR
"Showplace of the County"
EXCELLENT
• DINNERS
CLAMS - STEAK - CHICKEN
• DANCING
ORCHESTRA
• COCKTAILS
OPEN EVERY NIGHT
EXCEPT TUESDAY
POMEROY
AT THE BEACH
(UPSTAIRS)
Phone Pismo Beach 345

COUNTRY CLUB

DINE
AND
DANCE
Cocktail Lounge
COCKTAILS
MIXED DRINKS
CHOICE LIQUEURS
PISMO HIGHWAY
Telephone
SAN LUIS OBISPO 10-J-2

WOODCHUCK INN
Dine & Dance
EVERY NIGHT TO
ORCHESTRA MUSIC
On 101 Highway
Phone
Atascadero 135

DINING **DANCING** COCKTAILS
In the New Fiesta Room
CARLTON HOTEL
ATASCADERO, CALIF.
Atascadero 177
Really Excellent Cocktails
"Best by Farr"

When
you want to find a business
concern in a hurry
Look
in the YELLOW PAGES
They contain almost every type of commercial enterprise in easily found classifications.

DUCKY'S
Dancing
Every Night
COCKTAILS
MIXED DRINKS
CHOICE LIQUEURS
Phone Arroyo Grande 286-F-2
1 MILE NORTH OF ARROYO GRANDE
ON STATE HIGHWAY
State Highway Arroyo Grande

Notaries–Public

Clifford Insurance Agency 727-13th..Pso Robls-264-W
KENNEDY RALPH C 858 Marsh.Sn Luis Obspo-1900
Muller A V Wickenden Bldg ....Sn Luis Obspo-614
Renetzky Andrew 846 Higuera...Sn Luis Obspo-1033

Notions–Retail

Cambria Notion Co.....Cambria-15

Novelties–Retail

West Coast Photo&Novelty Co
1650Palm.Sn Luis Obspo-2401

Nurseries–Day–See Day Nurseries

Nurseries–Retail

BRISCO NURSERY & FLORIST
1422 Monterey.Sn Luis Obspo-2060
Grande Nursery Traffic Wy....Aroyo Grnde-34
McLaughlin H L Cuesta Rd....Sn Luis Obspo-12-R-2
Pappas Nick.....Nipomo-18-W
Paso Robles Nursery 213 Spring.....Pso Robls-545
San Luis Nursery Pismo Hwy...Sn Luis Obspo-320-W
SMITH WALTER J
Nursery
Shrubs-Plants Etc
415 Cypress.....Pismo Bch-304

Nuts–Edible

Gahan W V 10th & Riverside.....Pso Robls-778

SLATE ALMOND CO
GROWERS - BUYERS
PROCESSORS - PACKERS
Adelaide Rd.....Pso Robls-218-W

Office Buildings

Bank of America Bldg Higuera Sn Luis Obispo
Carpenter Bldg 981 Monterey Sn Luis Obispo
Security First Natl Bank Bldg
793 Higuera Sn Luis Obispo
Warden Block Bldg 762 Higuera Sn Luis Obispo
Warden Jr Bldg 846 Higuera Sn Luis Obispo
Wickenden Bldg 1024 Chorro Sn Luis Obispo

Office Supplies

SHADOW ARTS STUDIO
Wickenden Bldg.....Sn Luis Obspo-431

Oil Producers

Standard Oil of Calif
Office 26th.....Pso Robls-52-W
Standard Oil Co of Calif Traffic Wy..Atascadero-38-J
Standard Oil Co of Calif.....Cambria-8
Standard Oil Co of Calif Estero Bay..Morro Bay-2611
Standard Oil Co of Calif
Hathway Av.Sn Luis Obspo-2316
Union Oil Company of Calif
Northern Division Pipelines
Pipeline Office 975 Morro....Sn Luis Obspo-372
Avila Office Avila.....Sn Luis Obspo-8-F-4
Avila Pump Station Avila...Sn Luis Obspo-8-F-2
District Electrician
Tank Farm.....Sn Luis Obspo-4-F-12
District Foreman TankFarm.Sn Luis Obspo-4-F-4
District Storekeeper
Tank Farm.Sn Luis Obspo-4-F-11
Machine Shop Tank Farm..Sn Luis Obspo-4-F-3
Pump Station Tank Farm..Sn Luis Obspo-4-F-22
Refinery OceanoRd.....Aroyo Grnde-229-F-2

(Continued Next Column)

Oil Producers–(Cont'd)

Union Oil Company of Calif (cont'd)
Northern Division Pipelines (cont'd)
Shipioading Terminal
Port Sn Luis.Sn Luis Obspo-8-F-3
Shandon Pump Station
Shandon.....Pso Robls-26-F-3
Santa Margarita Pump Station.S Margrita-2-J-3
Sales Division
San Luis Obispo Office
OrcuttRd.Sn Luis Obspo-64
Arroyo Grande Branch Allen..Aroyo Grnde-31
Cambria Office.....Cambria-46-W
Manager's Residence.....Cambria-46-R
Paso Robles Office 26th.....Pso Robls-658

Oils–Asphalt & Road

ADAMS OIL DIV SO CAL PETRO CORP
ROAD OIL
AND
FUEL OIL
Pismo Rd.....Sn Luis Obspo-417-J

Oils–Fuel & Heating

Associated Oil Co Orcutt Rd...Sn Luis Obspo-727-W
B & M Delivery Service 10th&Spring..Pso Robls-612
FRANSCIONI BUTANE SALES&SERV
Diesel Oil For Trucks
2801 Spring.....Pso Robls-343
MICHELS H E 1446 Spring.....Pso Robls-176
Norwalk Co The 1088 Higuera...Sn Luis Obspo-1237
If no answer call.....Sn Luis Obspo-865
NORWALK GASOLINE CO
517 Bonita.....Pso Robls-1313
RICHFIELD OIL CORP 6th&Pine.....Pso Robls-418

SHELL HEATING OILS
THE RIGHT FUEL FOR EVERY BURNER
Industrial Fuel Oil
Light Fuel Oil
Diesel Fuel Oil
Furnace Oil and Stove Oil
SHELL
"WHERE TO BUY IT"
PASO ROBLES
Shell Oil Co Inc RiversideAv.....Pso Robls-375
SAN LUIS OBISPO
Shell Oil Co Inc Poly Rd.....Sn Luis Obspo-98
SIGNAL OIL CO 1446 Spring.....Pso Robls-176
If no answer call.....Pso Robls-283-J

NORWALK
GASOLINE CO.
J. B. DEWAR, Distributor
- Gasoline
- Diesel and Stove Oils
- Lubricating Oils and Greases
- Ring Free Oil
- Quaker State Oil - VO Products

Offices Telephones
1088 Higuera.....San Luis Obispo-1237
517 Bonita.....Paso Robles-1313

Oils–Lubricating

Norwalk Co The 1088 Higuera...Sn Luis Obspo-1237
(See Advertisement Opposite Page)
Shell Oil Co Inc RiversideAv.....Pso Robls-375
Shell Oil Co Inc Poly Rd.....Sn Luis Obspo-98
SIGNAL OIL CO 1446 Spring.....Pso Robls-176
Wasson J & M Co Vachell Ln....Sn Luis Obspo-1506

Oldsmobile Sales and Service

Look on "A" pages under
"Automobile Dealers–New Cars"

Optical Goods–Whsle & Mfrs

Optical Supply Co Tower Bldg...Sn Luis Obspo-2140

Opticians–Dispensing

Dunlap Hazel Peterson
1029 Chorro.....Sn Luis Obspo-1297
MARSHALL ARTHUR P
790 Higuera.....Sn Luis Obspo-597

Optometrists

Clawson Albert 1114 Garden....Sn Luis Obspo-2012
DUNLAP HAZEL PETERSON
DR. SARAH C. WILLIAMS, D. O.
Specializing in Eye Examinations & Fitting Glasses
Also Office in Paso Robles
HOURS 9:00 A. M. TO 5:00 P. M.
1221 Park.....Pso Robls-236
1029 Chorro.....Sn Luis Obspo-1297
DUNLAP HAZEL PETERSON
1221Park.Pso Robls-236
Hedgpeth Myrtle Bank of America Bg..Pso Robls-352
Heidker C N 213 Valley Rd.....Aroyo Grnde-278
MARSHALL ARTHUR P
790 Higuera.....Sn Luis Obspo-597

Ores–See Mining Companies

Orthodontists–See Dentists

Orthopedic Shoes–See Shoes–Retail

Osteopathic Physicians & Surgeons and Osteopathic Physicians

Fabrick F W 778Marsh.....Sn Luis Obspo-2292
Hartwell Marion L.....Cambria-60-Y-11
KELLEY DORSEY M 722 Marsh..Sn Luis Obspo-1483
Mills Maud S S Highway.....Atascadero-103
Strahan L R 1108 Vine.....Pso Robls-327
WU H M 1128 Chorro.....Sn Luis Obspo-1750-W

Oysters

Morro Bay Oyster Co Morro Bay Blvd..Morro Bay-2491
San Luis Fish Co 680 Higuera....Sn Luis Obspo-136

Paint Dealers–Retail

ACME PAINT STORE 468-5th.....Morro Bay-2281
ACME QUALITY PAINT & WALL PAPER STORE
862 Monterey.Sn Luis Obspo-1397
ATASCADERO HARDWARE
TrafficWy.Atascadero-133
BUILDERS MARKET 1115-13th.....Pso Robls-277

We invite you to tune in Mondays, 9 to 9:30 p.m., N.B.C. stations, to enjoy the Telephone Hour and its guest artists.

Paint Dealers–Retail–(Cont'd)

DUTCH BOY PAINTS—
FARMER'S HARDWARE & EQUIP CO
581 Higuera.Sn Luis Obspo-852
HAGLE-DeCOU LUMBER CO
SHighway.Atascadero-43
HAYWARD HOMER T LUMBER CO
12th&Riverside.Pso Robls-73
OLD COLONY PAINTS—
BRISCO HARDWARE
857 Monterey.....Sn Luis Obspo-41
Pac Coast Lumber Co Of Calif
410 Branch.....Aroyo Grnde-33
PASO ROBLES MERCANTILE CO
839-12th.Pso Robls-340
PREMIER PAINTS & TREASURE TONES

Pre-harmonized Paints
PREMIER PAINTS

"WHERE TO BUY THEM"
DISTRIBUTORS
Atascadero Hardware Traffic Wy..Atascadero-133
Pac Coast Lumber Co Of Calif
410 Branch.....Aroyo Grnde-33
SAN LUIS WALL PAPER & PAINT STORE
1126 Broad.....Sn Luis Obspo-1072-R
SHERWIN-WILLIAMS PAINTS—
HEATON R C CO 803-13th.....Pso Robls-29
UNION HARDWARE CO
725 Higuera.....Sn Luis Obspo-43

Paint Dealers–Whsle

DU PONT AUTOMOBILE PAINTS—
UNIVERSAL AUTO PARTS CO
969 Monterey.Sn Luis Obspo-1418

Painting–Automobile

See Automobile Painting

"Looking it up in the Classified" is a national habit. Purchasing agents, production men and engineers as well as housewives refer to the Yellow Pages when they are ready to buy.

Nationally Advertised Articles
can be traced to their
LOCAL DEALERS
by looking up
"WHERE TO BUY IT"
in the YELLOW PAGES

Painting Contractors

ACME PAINT STORE 468-5th.....Morro Bay-2281
ACME QUALITY PAINT & WALL PAPER STORE
862 Monterey. Sn Luis Obspo-1397

ALLTON LLOYD W
PAINTING
AND
DECORATING
1746½ Park.....Pso Robls-60-J

Clark Howard E 445 High....Sn Luis Obspo-1025-W
Hartranft C A Hidalgo & Dolores...Atascadero-364-J
KING J L
General Housing&Commercial Painting
2005 Spring.....Pso Robls-1155-J
KING JACK
Contractors-Brush&Spray Work
C.....Morro Bay-4231

ROSS FRED D
PAINTING - PAPERING
RESIDENTIAL SERVICE ONLY
Interior & Exterior
"Particular Work for Particular People"
134 Harris.....Sn Luis Obspo-1354

UNION SIGN SERVICE Santa Lucia..Atascadero-246
(See Advertisement This Page)

There are 6,156 telephone companies serving the United States.

SPRAY PAINTING
AND
DECORATING
HOUSE PAINTING
AND
SIGN PAINTING
SERVICE
Phone Atascadero 246
UNION SIGN SERVICE
SANTA LUCIA

ANY TIME

When things happen unexpectedly—the demand for promptness of service is urgent. You'll find firms who render 24-hour service listed in the

Classified
TELEPHONE SECTION

Painting–Industrial

Industrial Finishing Shop 910High.Sn Luis Obspo-1407

Paper–Building–See Building Materials

Paper Dealers

JUILLARD-COCKCROFT
230 Snta Barbara Av. Sn Luis Obspo-93

Paper–Waxed–See Paper Dealers

Paper–Whsle–See Paper Dealers

Pastry Shops

See Bakers–Retail; also Pies–Pastry

Paving Materials

ROSELIP WALTER B
ASPHALT & ASPHALT PRODUCTS
ASPHALTIC PLANT MIX
ROCK & SAND
GRADING & PAVING
FerrocarrilRd.....Atascadero-20
If no answer call.....Sn Luis Obspo-785
If no answer call.....Sn Luis Obspo-211-W

Peanuts–See Nuts–Edible

Pest Control

See Exterminating; also Termite Control

Petroleum Products

General Petroleum Corp Of Calif
Plant & General Office Foothill Blvd &
California Blvd.....Sn Luis Obspo-1880
SIGNAL OIL CO 1446 Spring.....Pso Robls-176
Texas Co The 610Pine.....Pso Robls-475-W

Phonograph Records–Retail

KRAMER'S
Complete Line Popular & Classical
1325 Park.....Pso Robls-385
MODERNE THE 685 Higuera.....Sn Luis Obspo-826

Photo Finishing–Retail

EDWARDS CAMERA EXCHANGE
1428 Spring. Pso Robls-442
Metzler Photo Studio 1017 Chorro.Sn Luis Obspo-371

Photo Finishing–Whsle

PASO ROBLES PHOTO SERVICE
Bank of America Bldg. Pso Robls-951

Photographers–Commercial

Aston Photo Shop 733 Higuera....Sn Luis Obspo-251
Camera Shop The 1105 Spring.....Pso Robls-1121
(See Advertisement Opposite Page)
McLain Commercial Photography
1013 Chorro.....Sn Luis Obspo-2247
(See Advertisement Opposite Page)

(Continued on Pages 63 and 64)

A Directory Advertising Representative will be glad to help you prepare a Classified Directory advertisement that should be most profitable. You can reach him by calling the business office of the telephone company.

THE CAMERA SHOP

Everything Photographic

CAMERAS AND PROJECTORS
ENLARGERS
SUPPLIES AND EQUIPMENT

CASTLE HOME MOVIES
FOR SALE OR RENT

COMMERCIAL PHOTOGRAPHY - PHOTO FINISHING

David F. Stevens **Ellen M. Stevens**

1105 SPRING **PASO ROBLES 1121**

At the Paso Robles Inn

COMMERCIAL PHOTOGRAPHY

"Day or Night"

- Advertising Illustrations
- Commercial
- Industrial
- Architectural
- Weddings
- Candid & Formal
- Banquets
- Publicity & News
- Children, Home Portraits and Family Groups by Appointment

EMMETT H. McLAIN

Phone San Luis Obispo 2247

Res. Tel. **San Luis Obispo 1938-M**

1013 CHORRO

Photographers–Commercial–(Cont'd)

Solano Studio 715-12th.....Pso Robls-72
(See Advertisement This Page)
West Coast Photo & Novelty Co
1650 Palm.....Sn Luis Obspo-2401
(See Advertisement This Page)

Photographers–Portrait

Aston Photo Shop 733 Higuera....Sn Luis Obspo-251
GAINSBOROUGH STUDIO
864 Higuera.Sn Luis Obspo-1541
METZLER PHOTO STUDIO
Portraits & Kodak Finishing
1017 Chorro.....Sn Luis Obspo-371
Morro Photo Shoppe 128 Main.....Morro Bay-3351
Sears' Studio Highway.....Atascadero-238-W

Individual Portraiture

Solano Studio

715-12th Paso Robles *72*

OUTDOOR COMMERCIAL
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Our Specialty
ANYWHERE - ANY TIME
BY APPOINTMENT
COMMERCIAL & CIRCUIT
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Photographers–Portrait–(Cont'd)

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West Coast Photo&Novelty Co
1650Palm.Sn Luis Obspo-2401

Photographic Equipment & Supplies–Retail

Camera Shop The 1105 Spring.....Pso Robls-1121
EDWARDS CAMERA EXCHANGE
1428 Spring.Pso Robls-442

Physicians & Surgeons M. D.

Blair Edw 522-13th.....Pso Robls-75
If no answer call.....Pso Robls-231
Butler J B V 1215 Chorro.....Sn Luis Obspo-1782
Butler W D
Eye-Ear-Nose & Throat
1126 Garden.....Sn Luis Obspo-196
Cookson H N 154 Traffic Wy.....Aroyo Grnde-100
Cookson H N 636 Price.....Pismo Bch-43
If no answer call.....Aroyo Grnde-100
County Health Dept 12th&Pine.....Pso Robls-547
Crew Deon A Marsh&Garden.....Sn Luis Obspo-244
Dunklee Middleton & Kotin
1130 Garden.....Sn Luis Obspo-51
French Edison A 784 Marsh.....Sn Luis Obspo-478
Hagen Horace
Internal Medicine
1215 Chorro.....Sn Luis Obspo-1782
Hagen Treadwell & Sherman
1215 Chorro.....Sn Luis Obspo-1782
Kelker G D
Eye Ear Nose & Throat
1114 Marsh.....Sn Luis Obspo-710
Residence 1305 Marsh.....Sn Luis Obspo-1438
Kennedy Chas R 522-13th.....Pso Robls-31
If no answer call.....Pso Robls-75
Kotin Paul 1130 Garden.....Sn Luis Obspo-51
McGarvey H Entrada Av.....Atascadero-116
Residence Sn Gabriel Rd.....Atascadero-46
Middleton Joseph G 1130 Garden...Sn Luis Obspo-51
Mugler F R 1170 Marsh.....Sn Luis Obspo-73
Pearman R O
Surgery & Urology
1008 Palm.....Sn Luis Obspo-2822
If no answer call.....Sn Luis Obspo-1331
Pratt T R 612 Price.....Pismo Bch-81
Ragsdale F F 717-12th.....Pso Robls-24
Ranson John R 1124 Garden.....Sn Luis Obspo-82
Schultz C E 749-6th.....Morro Bay-3361
Sherman Edward C Jr
Obstetrics & Gynecology
1215 Chorro.....Sn Luis Obspo-1782
Sobey G L 522-13th.....Pso Robls-55-W
Swartout Hubert C
Bank Of Amer Bldg.....Aroyo Grnde-132-W
Tepper Helen L 2923 Pine.....Pso Robls-536
Thurber W G 1221Park.....Pso Robls-1404
Treadwell R T
Surgery
1215 Chorro.....Sn Luis Obspo-1782
Walters H S 759 Monterey.....Sn Luis Obspo-26-J
Walters Richard D State Hwy.....Atascadero-142
If no answer call.....Atascadero-284
Wical Elvin A 1325 Chorro.....Sn Luis Obspo-246

Physicians & Surgeons–Osteopathic

See Osteopathic Physicians & Surgeons and Osteopathic Physicians

Pianos–Dealers

Long E E Piano Co 777 Marsh.....Sn Luis Obspo-506
MODERNE THE 685 Higuera.....Sn Luis Obspo-826

Pianos–Tuning & Repairing

BROWN'S MUSIC STORE
717 Higuera.Sn Luis Obspo-1278
MODERNE THE 685 Higuera.....Sn Luis Obspo-826
Thorne Al 1867 Fixlini.....Sn Luis Obspo-698

Picture Frames–Dealers

Aston Photo Shop 733 Higuera....Sn Luis Obspo-251

Pies–Pastry

Bradley R H Pies
See Our Adv Under Bakers
1804 Osos.....Sn Luis Obspo-861
Peerless Bakery 584 Higuera.....Sn Luis Obspo-319
Pismo Bakery 407 Cypress.....Pismo Bch-75

Pipe Welding–See Welding

Planing Mills–See Millwork

Planographing–See Printers

Plant Food–Concentrated–See Fertilizers

Plumbers

BETTER PLUMBING CO
Jobbing Our Specialty
1126 Chorro.....Sn Luis Obspo-1383
BLAKE R 1644 Riverside.....Pso Robls-1117
BREWER & JONES.....Cayucos-10
BURT & BURT
PLUMBING & REPAIRS
WATER HEATERS - FURNACES
STEAM - GAS
Prompt Service
JAMES R. BURT
Cambria.....Cambria-66

(Continued Next Page)

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PLUMBING & REPAIRING
HOT WATER HEATERS
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SHEET METAL WORK
VENTILATORS - SKYLIGHTS
DRAINS - GUTTERS - SINKS
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Just Call
"BLACKIE"
ROY COALWELL
Paso Robles 1036-W
2029 PINE

Plumbing

Call
Paso Robles 1032
Nights Call **Paso Robles 23-F-2**
F. D. COOK
PLUMBER & ELECTRICIAN
Contractor
1032 Pine St. Paso Robles

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451 PISMO ST.
Phone **Pismo Beach 74**

PLUMBING

GENERAL REPAIR SERVICE
WATER HEATERS
AND
FLOOR FURNACES INSTALLED
HENRY B. McKELVEY
Phone **Atascadero 80-F-5**

Plumbers–(Cont'd)

Cheda Archie A Foothill Blvd.....Sn Luis Obspo-707
Clark's Plumbing Highway.....Atascadero-30
Coalwell Roy 2029Pine.....Pso Robls-1036-W
(See Advertisement Preceding Page)
Cook F D Plumber & Electrician
1032 Pine.Pso Robls-1032
(See Advertisement Preceding Page)
Dickie's Hardware & Plumbing Shop.....Cambria-36

DIXON HARRY E
PLUMBING
&
HEATING
Ask For Louis Furtado
For Sheet Metal Work
Orcutt Rd.....Sn Luis Obspo-1682-M

Hughes Plumbing & Repair 451 Pismo..Pismo Bch-74
(See Advertisement Preceding Page)
MACK'S PLUMBING SHOP
C R McAdams Repair Expert
907-12th.....Pso Robls-1329-W
Maze Fred 1224 Pine.....Pso Robls-130-W
McBride Sheet Metal Works
1023Nipomo.Sn Luis Obspo-337
(See Advertisement Preceding Page)
McKelvey Henry B.....Atascadero-80-F-5
(See Advertisement Preceding Page)
Mineau & Loomis Lumber Co
405 Branch.Aroyo Grnde-262
Roberts Earl S 445-5th.....Morro Bay-2821
SMEE'S PLUMBING & HEATING SHOP
1302 Osos.Sn Luis Obspo-766
Stevenson Plumbing.....Templtn-6-J
Willhoit A H Hwy.....Templtn-23-J

Plan your shopping with the Classified Telephone Directory.

Plumbers' Supplies–Retail

BRESSLER'S ELECTRIC & PLUMBING SHOP
See Our Adv Under Electrical Contractors
(Toll) Call "Operator" for.....San Miguel-34-W
Huston's Plumbing Supplies
1338 Railroad.....Pso Robls-361
(See Advertisement This Page)
Willhoit A H Hwy.....Templtn-23-J

Podiatrist–See Chiropodists

Poultry Dealers–Retail

Bader Wm 12th & Riverside.....Pso Robls-298
Buchman's Poultry 32 N Vine.....Pso Robls-1094-W
Cornell Poultry Breeding Farm
Traffic.....Atascadero-235-W
Fielding's Poultry S Hwy & Portola...Atascadero-379
Roberts Lee Jr Coromar.....Atascadero-301-M
SUNICAL LAND & LIVESTOCK DEPT
SanSimeon.Cambria-65-Y-11
Sunnyslope Ranch S Hwy.....Atascadero-109-R
Wakeman Poultry Ranch Del Rio...Atascadero-235-J

Poultry Dealers–Whsle

Bader Wm 12th & Riverside.....Pso Robls-298
Baker & Roberts Edna Rd.....Sn Luis Obspo-1632
Calif Turkey Growers Assn Traffic Wy.Atascadero-166
Cornell Poultry Breeding Farm
Traffic.....Atascadero-235-W
Fagerbourg C B Hwy.....Nipomo-18-J
Fielding's Poultry S Hwy & Portola...Atascadero-379
Haynes Poultry Ranch Eaglet.....Atascadero-378-W
SUNICAL LAND & LIVESTOCK DEPT
SanSimeon.Cambria-65-Y-11

Telephone service is one of the unifying forces of the nation.

PLUMBING SUPPLIES
PIPE · FITTINGS · FIXTURES
WATER HEATERS · STOVES
Phone Paso Robles 361
RAY HUSTON
1338 RAILROAD AVE.

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Becker H D California Blvd.....Sn Luis Obspo-587
Farmer's Alliance Bus Assoc
Main Plant & Office 945 Riverside...Pso Robls-115
Plant No 2 6th & Riverside.....Pso Robls-724

Premier Paints & Treasure Tones

Look on "P" pages under
"Paint Dealers–Retail"

Presswork–See Printers

Printers

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PRINTING
Of Every Description
Personal Attention to Each Order
Prices That You Can Afford
PROMPT, EFFICIENT SERVICE
N Mall.....Atascadero-100

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ENTERPRISE PRINTING CO 1238 Pine.Pso Robls-81
Herald Recorder 309 Branch.....Aroyo Grnde-21
HILL'S OFFSET PRINTING CO
1131 Chorro.Sn Luis Obspe-1727
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R M Douglas
709-12th.....Pso Robls-362
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1212Pine.....Pso Robls-102

Preuss Press 981 Osos.....Sn Luis Obspo-1176
Shadow Arts Studio
Off Set Printing
Wickenden Bldg.....Sn Luis Obspo-431
TELEGRAM PRESS
A A Gus Thiebaud
1240 Morro.....Sn Luis Obspo-1399

Produce

See Specific Kinds, i.e., Eggs Headings; Fruits & Vegetables Headings; Poultry Dealers Headings; Etc

Public Stenographers

See Stenographers–Public

Publishers

ATASCADERO NEWS N Mall.....Atascadero-100
Cambrian Press The.....Cambria-31
Golden West 971 Osos.....Sn Luis Obspo-1921
Herald Recorder 309 Branch.....Aroyo Grnde-21
Paso Robles Journal 709-12th.....Pso Robls-362
Pismo Times 434 Cypress.....Pismo Bch-71
PRESS ADVERTISER CO 1212 Pine..Pso Robls-102
Telegram-Tribune Co 1240 Morro..Sn Luis Obspo-900

If you're not sure of a telephone number, please try the Directory first. The chances are that the number is listed, and if you can avoid that unnecessary call to Information, it's just that much time saved all around.

Pumps

FAIRBANKS MORSE PUMPS—
COOPERATIVE FARMERS SUPPLY CO INC
1311 Park.....Pso Robls-344

Farmer's Hardware & Equip Co
581 Higuera.....Sn Luis Obspo-852
(See Advertisement This Page)
Mineau & Loomis Lumber Co
405 Branch.Aroyo Grnde-262
Philpott George M Co 1160 Bryant San Francisco
(Toll) Call "Operator" for.....Hemlock-5475

TOMASINI A E
PUMPS
WATER WELLS
Johnson Deep Well Pumps
Pressure Systems - Centrifugals
Sales & Service
1922 Johnson.....Sn Luis Obspo-1424

Willhoit A H Hwy.....Templtn-23-J

Pumps–Repairing

Roach C L Windmill & Pump Repair Serv
515 Spring.....Pso Robls-413-W

Radiator Repairing–Automobile

See Automobile Radiator Repairing

Radiators–Cooling

Claassen's Radiator Shop
1534 Spring.Pso Robls-909-W

Radio Broadcasting Companies & Stations

K V E C Radio Station
Hill Mtn Vw.Sn Luis Obspo-1100
Transmitter Morro Rd.....Sn Luis Obspo-702

Radar ranks high in the top bracket of new instruments that brought victory to the Allies. It was developed through years of research and experiment, chiefly in the United States and Great Britain. Scientists of Bell Telephone Laboratories and workers of Western Electric Company developed and supplied our Government with more radar equipment than any other supplier.

FARMER'S HARDWARE
& EQUIPMENT CO.

PUMPS
POMONA TURBINE PUMPS
PRESSURE SYSTEMS
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COMBINATIONS - TABLE - PORTABLES - HOME AND CAR RADIOS

EXPERT REPAIRS ON ALL MAKES

★ RADIOS ★ REFRIGERATORS ★ WASHING MACHINES
★ VACUUM CLEANERS ★ TOASTERS ★ IRONS
★ ALL ELECTRIC APPLIANCES

1438 SPRING ST.

RADIO & APPLIANCE
HI-HO
SALES & SERVICE
PASO ROBLES, CALIFORNIA

PASO ROBLES 983

DANIELS & BOVEE

★ ★ ★ ★

Authorized Sales & Service

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PACKARD BELL

RADIO COMBINATIONS
PUBLIC ADDRESS SYSTEMS
SOUND EQUIPMENT

Expert Repairs on All Makes

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All Electrical Appliances Repaired

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427 Cypress Pismo Beach 111

Radio Dealers

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HOUSE OF APPLIANCES
2748 Spring . . . . . Pso Robls-1304

Beach Radio & Appliance Shop
427 Cypress . . . . . Pismo Bch-111
(See Advertisement Opposite Page)
Bovee & Daniels 998 Higuera . . . . Sn Luis Obspo-1335
Brisco Hardware 857 Monterey . . . . . Sn Luis Obspo-41
BROWN CLARENCE
Packard Bell-Stewart Warner-Gilfillan
862 Higuera . . . . . Sn Luis Obspo-1312
BROWN'S MUSIC STORE
717 Higuera . . . . . Sn Luis Obspo-1278
Burt & Burt Cambria-66

CROSLEY SALES & SERVICE—
HOUSE OF APPLIANCES
2748 Spring . . . . . Pso Robls-1304

Daniels&Bovee 647Higuera . . . . . Sn Luis Obspo-1335
(See Advertisement Opposite Page)
Derby's Electric Shop 827-13th . . . . . Pso Robls-91
Farmer's Hardware & Equip Co
581 Higuera . . . . . Sn Luis Obspo-852
(See Advertisement This Page)
GRIMES & EDWARDS FEED CO
135 Traffic . . . . . Aroyo Grnde-200-W
HEATON R C CO 803-13th . . . . . Pso Robls-29
HI-HO RADIO & APPLIANCE SALES & SERV
1438 Spring . . . . . Pso Robls-983
(See Advertisement Opposite Page)
Home Appliance Company
745 Higuera . . . . . Sn Luis Obspo-609
(See Advertisement This Page)
KRAMER'S
Philco Radios & Combinations
1325 Park . . . . . Pso Robls-385
McCLURE'S REPAIR SERVICE
2145 Broad . . . . . Sn Luis Obspo-2221

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PHILCO
Radios - Refrigerators - Deep Freezers
ARVIN RADIOS
Phonograph Recordings & Combinations
Electrical Appliances Sales & Repairing
420-5th . . . . . Morro Bay-2291

MISSION RADIO CO
882 Monterey . . . . . Sn Luis Obspo-2400
Moderne The 685 Higuera . . . . . Sn Luis Obspo-826
(See Advertisement This Page)
TIDWELL'S RADIO SERVICE
108½ W Branch . . . . . Aroyo Grnde-13
(See Advertisement This Page)
WALKER'S CENTRAL HOME SUPPLY
Philco Radios
112 W Branch . . . . . Aroyo Grnde-122
Wilcox Lou 729-12th . . . . . Pso Robls-1507
ZEGAR FURNITURE STORE
See Our Adv Under Furniture
840 Monterey . . . . . Sn Luis Obspo-85

ZENITH RADIOS—
LONG E E PIANO CO
777 Marsh . . . . . Sn Luis Obspo-506

Radio Schools—See Schools

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Bendix - Admiral
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SERVICE
CROSLEY - ADMIRAL
RADIOS
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FARMER'S
HARDWARE & EQUIP. CO.
581 Higuera Street
EXPERT REPAIRS ON ALL MAKES

RADIOS

SALES & SERVICE
STEWART-WARNER
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ARVIN
RECORDERS
PUBLIC ADDRESS SYSTEM
SOUND EQUIPMENT

HOME APPLIANCE CO.

Phone San Luis Obispo 609
745 Higuera Street

TIDWELL'S
RADIO SERVICE

Authorized Dealers for

ZENITH

STEWART WARNER
Repairs on All Makes
Electric Appliances
Phonograph Records

ARROYO GRANDE 13
108½ W. Branch Street

Radio Servicing

Anders Radio Engineering
777 Marsh.....Sn Luis Obspo-330-W
Beach Radio&Appliance Shop
427Cypress.Pismo Bch-111
Curry's Ignition & Radio Shop
467 Main.....Morro Bay-4391
(See Advertisement This Page)
Hicks Radio Shop 101 Hwy.....Atascadero-394
(See Advertisement This Page)
Hi-Ho Radio & Appliance Sales & Serv
1438 Spring.....Pso Robls-983
Long E E Piano Co 777 Marsh....Sn Luis Obspo-506
MISSION RADIO CO
882 Monterey.....Sn Luis Obspo-2400
Pismo Radio&Electric Co 575Dolliver..Pismo Bch-165
(See Advertisement This Page)
Tidwell's Radio Service
108½ W Branch.....Aroyo Grnde-13

RADIO
SERVICE
Repairing All makes
Expert Service
PISMO RADIO & ELECTRIC CO.
ARTHUR E. MURRAY, *Manager*
575 Dolliver
Phone Pismo Beach 165

IGNITION
AND
RADIO
SPECIALIST
Curry's Ignition & Radio Shop
467 MAIN
Morro Bay 4391

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ON ALL MAKES
AUTO & HOME RADIOS
ACCESSORIES
BATTERIES, TUBES, ETC.
Complete Modern Testing Equipment
HICKS RADIO SHOP
101 Highway Atascadero 394

Radio Supplies & Parts—Retail

See Radio Dealers

Radio Therapy

Drown Laboratory 1254Garden...Sn Luis Obspo-1032

Railroad Companies

Southern Pacific Co Oceano....Aroyo Grnde-258-F-12
Southern Pac Co 8th&Railroad.....Pso Robls-2
Southern Pacific Co Railroad Av..Sn Luis Obspo-2500
Southern Pacific Co .....S Margrita-16
Southern Pacific Railroad Co
Mercedes Av. Atascadero-268

Ranches

Clarke C W Co.....Pso Robls-1-F-6
Cowell Land & Cattle Co.....S Margrita-31-F-21
Denman Ranch Adelaide.....Pso Robls-8-F-23
Eagle Ranch.....Atascadero-71-F-21
Estrellita Ranch.....Pso Robls-13-F-24
Fairview Almond Ranch.....Pso Robls-19-F-5
Field O C Pecho Ranch OsosRd.Sn Luis Obspo-21-F-12
Hillman Ranch Estrella.....Pso Robls-13-F-4
Hillman's Keys Valley Ranch.....Pso Robls-14-F-5
Houchin-McNeil.....Aroyo Grnde-226-F-13
J & R Ranches Camp 8 Creston Rd...Pso Robls-6-F-5
Lopes Ranch Edna.....Sn Luis Obspo-15-J-1
Phelan Bros Ranch Sn Simeon Creek. Cambria-16-Y-4
Reyes S D Ranch No 3.....Aroyo Grnde-226-F-24
Sinsheimer's See Canyon Ranch
SeeCanyonRd. Sn Luis Obspo-7-J-1
Soares Bros Cambria-9-Y-11
Spirmar Los Berros.....Aroyo Grnde-216-F-21
Spring Ranch Shandon.....Pso Robls-1-F-13
White Ranch Co Shandon.....Pso Robls-1-F-3

Ranges & Stoves—Dealers

Brisco Hardware 857 Monterey....Sn Luis Obspo-41

DEARBORN HEATERS—
FRANSCIONI BUTANE SALES & SERV
2801 Spring.....Pso Robls-343

FARMER'S HARDWARE & EQUIP CO
Admiral-Dutch Oven-Gas & Electric
581 Higuera.....Sn Luis Obspo-852

FIRESTONE STORES
710 Higuera.....Sn Luis Obspo-130

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GENERAL MOTORS

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LONG E E PIANO CO
777 Marsh.....Sn Luis Obspo-506

GENERAL ELECTRIC RANGES—
WILCOX LOU 729-12th.....Pso Robls-1507

HEATON R C CO 803-13th.....Pso Robls-29

HOTPOINT ELECTRIC RANGES—
MOORE'S HOME APPLIANCES
Highway.....Atascadero-30

(Continued Next Page)

Today a great majority of all talking pictures are recorded on sound systems developed by Bell Telephone Laboratories and manufactured by Western Electric Company.

Ranges & Stoves—Dealers—(Cont'd)

HOUSE OF APPLIANCES
Authorized Dealer For
THERMADOR ELECTRIC
ADMIRAL ELECTRIC
ESTATE GAS & ELECTRIC
CROSLEY DUTCH OVEN
Panelray Space Heaters
Gas - Electric & Oil Heaters
2748 Spring.....Pso Robls-1304

Long E E Piano Co
Chambers Gas Ranges
777 Marsh.....Sn Luis Obspo-506

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KELVINATOR - ELECTRO MASTER
ESTATE - ADMIRAL - PARAMOUNT
ELECTRIC - GAS & KEROSENE RANGES
- HEATERS
GAS - ELECTRIC & FUEL OIL
685 Higuera.....Sn Luis Obspo-826

SAN LUIS BUTANE DISTRS
Wedgewood Ranges
Ensenada Av.....Atascadero-151

UNION HARDWARE CO
725 Higuera.....Sn Luis Obspo-43
Walker's Central Home Supply
112 W Branch.....Aroyo Grnde-122

WEDGEWOOD STOVES—
FRANSCIONI BUTANE SALES & SERV
2801 Spring.....Pso Robls-343

WESTINGHOUSE RANGES—
COOPERATIVE FARMERS SUPPLY CO INC
1311 Park.....Pso Robls-344

WHITAKER'S FURNITURE
766 Higuera.....Sn Luis Obspo-1006
ZEGAR FURNITURE STORE
See Our Adv Under Furniture
840 Monterey.....Sn Luis Obspo-85

Rattan Ware—See Furniture Headings

Real Estate

BROWN W R
LICENSED
REAL ESTATE BROKER
GENERAL INSURANCE
LIFE INSURANCE
Notary Public - Public Stenographer
On 101 Hwy
616 Price.....Pismo Bch-154

Clifford Insurance Agency 727-13th..Pso Robls-264-W
Collins Stanley B 1118 Garden....Sn Luis Obspo-308
Conner & Waltz Highway No 1.....Cambria-72-J
Cook Ward I 1118 Garden.....Sn Luis Obspo-308
CORNELIUS ELSA R NHighway.....Atascadero-300
COVERT GAIL
Licensed Real Estate Broker
Crown .....Aroyo Grnde-110
Curtright L T 785 Marsh.....Sn Luis Obspo-1676
Dubin H J 997 Higuera.....Sn Luis Obspo-676
EDWARDS JOHN W
Licensed Real Estate Broker
310 Traffic.....Aroyo Grnde-123-J
EVANS BROKERAGE CO
1118 Chorro.....Sn Luis Obspo-63
Fitzgerald Maurice W 852 Higuera.Sn Luis Obspo-839
Forbes Will D 1311 Spring..... Pso Robls-42-W
Forington N M 127Capitol.....Pso Robls-1513-J
Gee Charles E Traffic Wy.....Atascadero-333
Gilfillan Josephine K.....Templtn-13-W

Real Estate—(Cont'd)

GRISWOLD E R 731-12th.....Pso Robls-1510
Henderson Brokerage Co Highway....Atascadero-194
Henry Orpha Ward Bldg.....Pismo Bch-113
JONES B F MRS
Office-Fair Oaks District-Arroyo Grande
.....Aroyo Grnde-228-F-4
Kaiser Alvin R 1115 Chorro.....Sn Luis Obspo-2685
(See Advertisement This Page)
Kamm L W 1137 Chorro.....Sn Luis Obspo-1051
KENNEDY RALPH C 858 Marsh..Sn Luis Obspo-1900
Lawrence L W 1020Broad.....Sn Luis Obspo-121
Lewin Bernhard 851 Marsh.....Sn Luis Obspo-325
National Farm Loan Associations
1123 Garden.....Sn Luis Obspo-1386
Nelson Wm A
Stanley H Nelson
982 Monterey.....Sn Luis Obspo-2134
NOYES EDITH S
Realtor
330-5th .....Morro Bay-2171
O'Donnell Wm C 1131Broad.....Sn Luis Obspo-1345
Pierce Kem D Mrs 227-12th.....Pso Robls-1021
Rohrberg Milton C Main.....Cambria-62

ROSS GEORGE G
Licensed Real Estate Broker
Specializing In
San Luis Obispo City
Property
NOTARY PUBLIC
1118Chorro .....Sn Luis Obspo-63

Vail E L Highway.....Atascadero-239

VAN HORN OTTO B
REALTOR
FARMS - ORCHARDS - HOMES
Next to Post Office
612-12th .....Pso Robls-1414

Vollmer Ernest 740 Higuera.....Sn Luis Obspo-700
Wickenden W C 1035 Chorro.....Sn Luis Obspo-858
Williams R J 625-14th.....Pso Robls-21

Recording Equipment & Supplies—Sound

MODERNE THE 685 Higuera.....Sn Luis Obspo-826

Reasonable use, prompt answering, thoughtfulness of others, are helpful to all party line users. Telephone neighbors appreciate such teamwork.

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AND
REAL ESTATE
Dealing in
CITY and RANCH PROPERTIES
Prompt Service Assured
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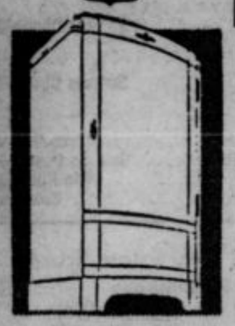
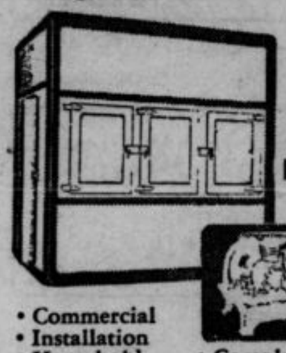
SALES & SERVICE

Domestic
AUTHORIZED
SALES & SERVICE
KELVINATOR
SALES



Manufactured
Custom Built
Equipment
Reach-in Boxes
Walk-in Boxes
Frozen Food
Cabinets
Dairy Equipment
Restaurant
Equipment

Commercial



AUTHORIZED
FRIGIDAIRE
SERVICE
HEADQUARTERS

• Commercial
• Installation
• Household
• Complete Rebuilding

PHONE
Paso Robles 1416
509 Beverly

PHONE
San Luis Obispo 1488
532 Higuera St.

CAMPBELL'S REFRIGERATION

COMMERCIAL
REFRIGERATION

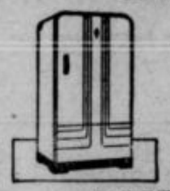
SALES & SERVICE

PASO ROBLES 1301

Specializing in
DAIRY EQUIPMENT
WALK-IN BOXES
MEAT CASES
REACH-IN REFRIGERATORS
DEEP FREEZE

HUGO'S REFRIGERATION
Sales & Service
2801 Spring Paso Robles

GENERAL REFRIGERATION SERVICE CO.



AUTOMATIC
REFRIGERATION
FOR EVERY PURPOSE
AUTHORIZED
FRIGIDAIRE DEALER
Phone
Paso Robles 598
B. J. PIERCY, *Proprietor*
WALT HAGEN, *Serviceman*
2138 SPRING STREET

To Find an Authorized
Sales and Service Dealer
When you want the "genuine" in a nationally-advertised product or service
LOOK IN THE
YELLOW PAGES
They Tell "Where to Buy It"

Refrigeration Equipment–Commercial

General Refrigeration Service Co
2138 Spring.....Pso Robls-598
(See Advertisement Opposite Page)
Hugo's Refrigeration Sales & Service
2801 Spring.....Pso Robls-1301
(See Advertisement Opposite Page)
Long E E Piano Co 777 Marsh....Sn Luis Obspo-506
MODERNE THE 685 Higuera.....Sn Luis Obspo-826

Refrigeration Equipment–Commercial, Servicing

CAMPBELL'S REFRIGERATION
532Higuera.Sn Luis Obspo-1488
(See Advertisement Opposite Page)
General Refrigeration Service Co
2138 Spring.Pso Robls-598
Hugo's Refrigeration Sales & Service
2801 Spring.....Pso Robls-1301
MALLETT'S REFRIGERATION SERVICE
S Hwy.....Atascadero-304-W

Refrigerators–Domestic

BEACH RADIO & APPLIANCE SHOP
Norge Refrigerators
427 Cypress.....Pismo Bch-111
Brisco Hardware 857 Monterey.....Sn Luis Obspo-41
Burt & Burt.....Cambria-66
CAMPBELL'S REFRIGERATION
532 Higuera.....Sn Luis Obspo-1488
CLINE'S ELECTRIC SHOP
962Monterey.Sn Luis Obspo-13
Derby's Electric Shop 827-13th.....Pso Robls-91
Farmer's Hardware & Equip Co
581 Higuera.....Sn Luis Obspo-852
(See Advertisement This Page)
FRANSCIONI BUTANE SALES & SERVICE
2801 Spring.....Pso Robls-343
(See Advertisement Following Page)

FRIGIDAIRE REFRIGERATORS

Today it's especially important to take good care of your Frigidaire Refrigerator and thus enjoy fully the food protection, convenience and economy it was built to provide.

FRIGIDAIRE
MADE ONLY BY
GENERAL MOTORS

"WHERE TO CALL"
SALES & SERVICE DEALERS
Atascadero Hardware Traffic Wy..Atascadero-133
SALES DEALERS
LONG E E PIANO CO
777 Marsh.....Sn Luis Obspo-506

GENERAL ELECTRIC REFRIGERATORS—
WILCOX LOU 729-12th.....Pso Robls-1507

GRIMES & EDWARDS FEED CO
135 Traffic.....Aroyo Grnde-200-W
HEATON R C CO 803-13th.....Pso Robls-29
HI-HO RADIO & APPLIANCE SALES & SERV
1438 Spring.....Pso Robls-983
Home Appliance Company
745 Higuera.....Sn Luis Obspo-609
(See Advertisement Following Page)

HOTPOINT ELECTRIC REFRIGERATORS—
MOORE'S HOME APPLIANCES
Highway.....Atascadero-30
SAN LUIS ELECTRIC & HEATING SERVICE
715 Higuera.....Sn Luis Obspo-603

(Continued Next Page)

The oldest of all the telephone industry's traditions is service.

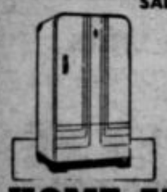
REFRIGERATION
Sales & Service

KELVINATOR - ADMIRAL
GIBSON - FOODBANK
DEEPFREEZE
HOME FREEZER UNITS
PROMPT REPAIR SERVICE ON ALL MAKES
THE MODERNE
SAN LUIS OBISPO 826
685 HIGUERA STREET

REFRIGERATION
Service and Sales
Authorized Dealer for
CROSLEY SHELVADOR
ADMIRAL

ADMIRAL
HOME FREEZERS
Telephone
SAN LUIS OBISPO
852
FARMER'S HARDWARE & EQUIPMENT CO.
581 HIGUERA STREET

SERVEL-ELECTROLUX
GAS REFRIGERATORS
With Special Repair Service
FRANSCIONI'S
BUTANE & PROPANE SERVICE
Paso Robles **343** 2801 Spring Street

REFRIGERATORS
COMMERCIAL AND DOMESTIC
COMPLETE SERVICE ON ALL MAKES
SALES & SERVICE

GILFILLAN
MAYTAG
HOME FREEZERS
J. F. HICKENBOTTOM & SONS
HOME APPLIANCE CO.
745 Higuera St. San Luis Obispo 609

COLDSPOT
Refrigerators
KENMORE WASHING MACHINES
KENMORE VACUUM CLEANERS
SILVERTONE RADIOS
Shop at Sears and Save
Sears Roebuck & Co.
879 Higuera Street San Luis Obispo 760

REFRIGERATION
Sales & Service
AUTHORIZED DEALERS
PHILCO-NORGE
HOME FREEZER UNITS

Phone
Arroyo Grande 122
WALKER'S CENTRAL HOME SUPPLY
112 W. Branch St.

Refrigerators–Domestic–(Cont'd)

HOUSE OF APPLIANCES
Authorized Dealer For
ADMIRAL & COOLERATOR
& CROSLEY SHELVADOR
REFRIGERATORS
AND DEEP FREEZE UNITS
2748 Spring.....Pso Robls-1304

McCLURE'S REPAIR SERVICE
REFRIGERATION SERVICE
ON ALL MAKES
DOMESTIC & COMMERCIAL
RADIO & ELECTRIC REPAIRS
WASHING MACHINES - VACUUM CLEANERS
COMPLETE APPLIANCE SERVICE
2145 Broad.....Sn Luis Obspo-2221

McCREERY'S JEWELRY & APPLIANCE STORE
Philco Refrigerators & Deep Freezers
420-5th.....Morro Bay-2291
Moderne The 685 Higuera.....Sn Luis Obspo-826
(See Advertisement Preceding Page)

SAN LUIS BUTANE DISTRS
Electrolux Refrigerators
Ensenada Av.....Atascadero-151

SAN LUIS ELECTRIC & HEATING SERVICE
715 Higuera.....Sn Luis Obspo-603
If no answer call.....Sn Luis Obspo-2614

SEARS ROEBUCK & CO
879 Higuera.....Sn Luis Obspo-760
(See Advertisement This Page)

SERVEL GAS REFRIGERATORS—
UNION HARDWARE CO
725 Higuera.....Sn Luis Obspo-43

Walker's Central Home Supply
112 W Branch.....Aroyo Grnde-122
(See Advertisement This Page)

WESTINGHOUSE REFRIGERATORS—
COOPERATIVE FARMERS SUPPLY CO INC
1311 Park.....Pso Robls-344
YOURS & MY FURNITURE STORE
1127 Broad.....Sn Luis Obspo-942

ZEGAR FURNITURE STORE
See Our Adv Under Furniture
840 Monterey.....Sn Luis Obspo-85

Refrigerators–Domestic, Servicing

CAMPBELL'S REFRIGERATION
532 Higuera. Sn Luis Obspo-1488
Campbell's Refrigeration Service
509 Beverly.....Pso Robls-1416
MALLETT'S REFRIGERATION SERVICE
S Hwy.....Atascadero-304-W

Registers–Cash–See Cash Registers

Resorts

CAMBRIA PINES LODGE.....Cambria-50
Sycamore Mineral Springs
Avila Rd. Sn Luis Obspo-8-J-12

Rest Homes–See Sanitariums

Restaurants

ABALONE CAFE Hwy No 1.....Morro Bay-2956
Anchor
See Our Adv Under Night Clubs
Pomeroy Av.....Pismo Bch-345
Anderson Herman L 101 Cafe
1420 Spring. Pso Robls-101

(Continued on Pages 75 & 76)

Bring the family down and enjoy our
SPECIAL DINNERS
Menu
Relish
Shrimp or Fruit Cocktail
Abalone Chowder or Soup
Salad
Half Cracked Crab with Mayonnaise
All Sea Foods in Season
½ Fried Spring Chicken
Baked Virginia Ham, Candied Yams
Broiled Filet Mignon Steak
Abalone Steak
Fried Jumbo Shrimp
Fried Morro Bay Oysters
Creamed Peas Carrots Potatoes
Hot Rolls and Butter
Home Made Pies
Coffee Tea Milk
"Watch the breakers play at the Breakers Cafe"
BREAKERS CAFE
and COCKTAIL LOUNGE
ROY D. GILMAN
ERVIN N. CASSELMAN
Morro Bay *Phone 2431*

STATE CAFE
STEAKS

Phone
PASO ROBLES
711
STEAKS - CHOPS
LUNCHES - DINNERS
1244 Pine St. Paso Robles

Thrill to That Real
Home-Cooked Taste!
Dinner at
AUSTINS
IS OUTSTANDING
San Luis Obispo's Complete
CONFECTIONERY RESTAURANT
868 Monterey St.

San Luis Obispo **86**
Open 9 A.M. to 8 P.M.
Closed Sundays
Our Every Desire Is to Please You
MR. & MRS. CHARLES M. SIMON
AND THE STAFF

WHITEY'S DRIVE-INN

JULIUS SCHWARTZ
Mgr.

Steak Dinners
Regular Meals
Fine Foods
Appetizingly Served

San Luis Obispo
2581
Osos & Marsh

Restaurants–(Cont'd)

ARIZONA CAFE 562 Higuera....Sn Luis Obspo-1184
(See Advertisement Page 78)
AUSTIN'S CONFECTIONERY
868Monterey.Sn Luis Obspo-86
(See Advertisement Preceding Page)
BANK CAFE
Good Foods
1213 Park.....Pso Robls-40-J
BEE HIVE RESTAURANT
887Monterey.Sn Luis Obspo-283
Bill's Place 537 Cypress.....Pismo Bch-114
BLUE BELL COFFEE SHOP
978 Monterey.....Sn Luis Obspo-1930
BLUE MOON COFFEE SHOP
C B Fein-Proprietor
1226 Spring.....Pso Robls-331
BREAKER'S CAFE
Fresh Fish Our Specialty
Market & 5th.....Morro Bay-2431
(See Advertisement Preceding Page)
BROWN GORDON C
Sandwiches-Chili-Light Lunches
Roosevelt Hwy.....Morro Bay-2952
Buoy Cafe.....Cayucos-11-W
(See Advertisement Page 78)
Bushell's Hwy.....Cambria-45-W
Busi's Cafe 1122Pine.....Pso Robls-581
CANARY COTTAGE 1200 Spring.....Pso Robls-57
CANTON RESTAURANT
314 Ocean View.....Pismo Bch-302
CARLTON HOTEL Hwy.....Atascadero-177
Casa Del Camino Tavern
958 Monterey.Sn Luis Obspo-210
CHET'S BAR-B-Q
Chet Kline-Manager
995Higuera.....Sn Luis Obspo-1939-W
China Clipper 1015 Chorro.....Sn Luis Obspo-881-W
Circle Inn 6th&Main.....Morro Bay-3231
(Continued Next Page)

MEE HENG LOW

815
Palm
Street

CHOP SUEY
AND
FINEST CHINESE FOODS
ORDERS TO TAKE OUT
We Serve Beer
OPEN
12 NOON TO 4 P.M.
5 P.M. TO 9 P.M.
GOW GIN, *Owner*
SAN LUIS OBISPO 1330

TOWER BARBECUE
AND COCKTAIL LOUNGE

It Is Our Pleasure to Serve You
DELICIOUS
STEAKS AND CHOPS
BAR-B-Q
As You Like Them
SEA FOODS IN SEASON
BAR & COCKTAIL LOUNGE

Fine Liquors
Choice Cocktails
Wine - Beer - Ale
Phone
San Luis Obispo 830
427 HIGUERA STREET

Restaurants–(Cont'd)

COFFEE POT CAFE
Open All Night
1015 Morro.....Sn Luis Obspo-1949
COLOMBO CAFE & COCKTAIL LOUNGE
1232 Pine Pso Robls-365
Corcoran's 848Higuera.....Sn Luis Obspo-176
Cozy Nook Cafe-Main.....Morro Bay-2041
DAD'S HAMBURGER PLACE
589 Higuera.Sn Luis Obspo-2138
Dan & Angie Cafe.....Templtn-8
Dennis Dairy Lunch 894 Higuera...Sn Luis Obspo-711
DEPOT COFFEE SHOP
OPEN
24 HOURS DAILY
STEAKS - CHOPS - SHORT ORDERS
DINNERS, SANDWICHES, ETC.
Railroad.....Sn Luis Obspo-507
EAGLE CAFE 273 OceanVwAv.....Pismo Bch-98
ECONOMY FOUNTAIN
George S Edwards-Prop
796Higuera.....Sn Luis Obspo-2700
El Mar Cafe 304 Cypress.....Pismo Bch-100
El Paso Cafe 1114 Pine.....Pso Robls-427
EMERSON UNITED FISHERIES
See Our Adv Under Fish
540 Pismo.....Pismo Bch-195
Far East Cafe 798 Palm.....Sn Luis Obspo-1905
FRANK & LARRY'S
Morehouse & Pisenti Proprietors
Hwy.....Templtn-35
FRANK'S CAFE 645 Higuera....Sn Luis Obspo-2158
Frank's V Lunch 618-12th.....Pso Robls-199
FREITAS GEO A BANK EXCHANGE
686 Higuera.Sn Luis Obspo-1195
(Continued Next Page)

PLESSAS TAVERN

Famous for
Sea Foods
Lobster & Clams
STEAK & CHICKEN DINNERS

Cocktail Bar
ON HIGHWAY 101
PISMO BEACH 90
735 PRICE

Ranell's
Coffee Shop

• Steaks
• Chops

Breakfast - Lunch - Dinner
1050 MONTEREY AV.
San Luis Obispo 2430

"J.C." GRILL
AND
FOUNTAIN SERVICE
(FORMERLY BENNY'S CAFE)
Fine Foods
Breakfast - Lunch

STEAKS & CHOPS
SHORT ORDERS
DINNERS
Phone
San Luis Obispo 2922
1057 MONTEREY
SAN LUIS OBISPO

ORIGINAL MEXICAN EATS
LUPE COTA & LEO MENDEZ, *Owners*
Real
MEXICAN DISHES
• ENCHILADAS
• TACOS
• TORTILLAS
To Take Home
• TAMALES
• BARBECUE

Telephone
San Luis Obispo 1184
562 Higuera St.
ARIZONA CAFE

BUOY CAFE
We Specialize in
STEAKS & SEA FOOD

WINES & MIXED DRINKS
Phone CAYUCOS 11-W
HIGHWAY 1
CENTER OF CAYUCOS

PAUL PERROT'S GRILL *at* **ANDERSON HOTEL**
San Luis Obispo, Calif.
When in San Luis Obispo, the place to get choice meals - expertly cooked Splendidly served
Visit Our Cocktail Lounge
Enjoy Your Favorite Cocktail
PAUL PERROT'S
Telephone San Luis Obispo 794
1020 MORRO

You will like our
SPANISH DISHES
ENCHILADAS · TORTILLAS
CHILI CON CARNE · TAMALES
Spanish & American Dishes

Phone Pismo Beach 31-Y-22
VICTORY INN
LENORA SOUZA, *Prop.*
WE SERVE ICE COLD BEER
101 HWY. PISMO BEACH

Restaurants–(Cont'd)

Funk F W 1126 Snta Rosa....Sn Luis Obspo-1343-J
Galli Restaurant 326 Hinds.....Pismo Bch-52
GARRISON'S CAFE
Open All Night
Price .....Pismo Bch-176
GOLD DRAGON
Chinese And American Dishes
985 Monterey.....Sn Luis Obspo-803
GOLDEN STAR CAFE 1309 Spring...Pso Robls-742
Golden West Restaurant
676 Higuera.Sn Luis Obspo-526
GREENS AUTO COURT.....S Margrita-18-J
Greyhound Cafe 720-11th.....Pso Robls-92
H & M Cafe 403 Cypress.....Pismo Bch-67
Happy Jacks Cafe 6th & Main.....Morro Bay-3761
Harbor Inn Avila.....Sn Luis Obspo-8-J-2
HENRY'S CAFE
Sea Food A Specialty-Steaks
Banquet Room Available-Capacity For 50
5th .....Morro Bay-3111
HILLTOP CAFE
Bill&Hazel Hoge-Props-101 Hwy 2½ Miles S Of Pismo Bch-½ Mile N Of Aroyo Grnde
.....Aroyo Grnde-238-F-23
HONG KONG CAFE
Noon To Midnight-American & Chinese Food
943 Spring.....Pso Robls-604
Horseshoe Inn 998 Monterey.....Sn Luis Obspo-45
Interstate Restaurant
1015 Monterey Sn Luis Obspo-1086
J C GRILL & FOUNTAIN SERVICE
1057 Monterey.....Sn Luis Obspo-2922
(See Advertisement Preceding Page)
J-J Restaurant 101-5th.....Morro Bay-3751
Jiffy Cafe Hwy.....Atascadero-337
Johnny's Tavern 1216 Spring.....Pso Robls-85
JONESY'S CAFE 12th&Pine.....Pso Robls-171
Residence .....Pso Robls-584-W
K & A Cafe Hwy.....Templtn-22
KARL'S LOG CABIN CAFE S Hwy.....Atascadero-9
Knotts R F Highway.....Nipomo-4
LIVELY CAFE 435 Cypress.....Pismo Bch-303
Lucky Spot Cafe 621 Price.....Pismo Bch-170
Lukas Place 532 Cypress .....Pismo Bch-34
Lyle's Mid-Nite Cocktail Lounge
1215 Spring.Pso Robls-798
Mac & Marv's Barbecue Hwy.....Nipomo-13
MAC'S CAFE
Beer & Wines
Avila .....Sn Luis Obspo-1-R-2
Mee Heng Chop Suey Shop
815 Palm.....Sn Luis Obspo-1330
(See Advertisement Page 76)
MIDGET LUNCH 1029Morro..Sn Luis Obspo-2540-J
Min & Frances Cafe 811 Price.... Pismo Bch-155-J
Mission Cafe & Bar 699 Higuera.Sn Luis Obspo-863-W
Mom's & Pop's Cafe
A Real Place To Eat Home Cooking
662 Higuera .....Sn Luis Obspo-951
NEW CHINA CAFE 540 Cypress.....Pismo Bch-212
Ocean View Cafe 925 Price.....Pismo Bch-63
OCEAN VIEW TAVERN
A W Thomas-Proprietor
Avila .....Sn Luis Obspo-8-J-3
Park Cafe 739-12th.....Pso Robls-512
Park Cafe 1819 Osos.....Sn Luis Obspo-1318-J
Paul's Grill&Bar Cayucos-11-J
Perrot's Paul Grill 1020 Morro....Sn Luis Obspo-794
(See Advertisement This Page)
PIP DRIVE IN 1020 Spring.....Pso Robls-80
Plains The 1226 Pine.....Pso Robls-86
Plessas Tavern 735Price.....Pismo Bch-90
(See Advertisement Preceding Page)
POODLE DOG
We Spec In Sandwiches-8 AM To Midnight
2314 Spring.....Pso Robls-1139-J
Polly Cafe 412 Higuera.....Sn Luis Obspo-2098
R & H Cafe 1330 Spring.....Pso Robls-477
Ranell's Coffee Shop
1050 Monterey.....Sn Luis Obspo-2430
(See Advertisement Preceding Page)
Rex's Cafe 1136 Carmel.....Sn Luis Obspo-491-J
REX'S PLACE AtascaderoHotel.....Atascadero-298
(Continued Next Page)

Restaurants–(Cont'd)

RITE SPOT CAFE 325 Cypress.....Pismo Bch-127
Robasciotti J Cafe 1034 Morro.Sn Luis Obspo-600-W
Rock Cafe 5th.....Morro Bay-3536
SANTA MARGARITA INN
Edw F Rand-Proprietor
Highway .....S Margrita-42-W
SEASIDE STEAK HOUSE 716 Price..Pismo Bch-330
Shanghai Low
Good Chinese Food
830 Palm.....Sn Luis Obspo-2080-W
SHELL CAFE 1223 Price.....Pismo Bch-337
SIGNAL CAFE Price.....Pismo Bch-339
Sister's Inn
Annabelle Warren-Owner
208Higuera .....Sn Luis Obspo-155
Smile Inn 101 Hwy.....Sn Luis Obspo-1937
SNO-WHITE CREAMERY
888Monterey.Sn Luis Obspo-1872
State Cafe 1244 Pine.....Pso Robls-711
(See Advertisement Page 75)
Tasty Coffee Shop 895 Higuera... Sn Luis Obspo-847
TOWER BARBECUE & COCKTAIL LOUNGE
427 Higuera.....Sn Luis Obspo-830
(See Advertisement Page 76)
TOWNSEND'S COFFEE SHOP&COCKTAIL LOUNGE
Edward&Margaret Madsen
990Monterey .....Sn Luis Obspo-1261
TRUDY'S CAFE
R Graiewski-Manager
600 Price.....Pismo Bch-329
UPTOWN DRIVE-IN 1514 Spring.....Pso Robls-474
Valley Grill 1231 Spring.....Pso Robls-384
Victory Inn 101 Hwy.....Pismo Bch-31-Y-22
(See Advertisement Opposite Page)
Waldorf Cafe 975 Osos.....Sn Luis Obspo-1002

You can find out "Where To Buy It" by looking in the Yellow Pages.

WALLY'S CAFE
REAL HOME COOKED MEALS
We Specialize in HOME MADE PIES
Traffic Way & Bridge.....Aroyo Grnde-11-J

Wayside Inn Edna Rd.....Sn Luis Obspo-1915
WHITE LUNCH
At Martinelli's Place
Highway Atascadero-69
White Spot Cafe
Warren Dunbar-Proprietor
1524 Spring.....Pso Robls-776
Whitey's Drive-In Osos&Marsh...Sn Luis Obspo-2581
(See Advertisement Page 76)
WIDE AWAKE CAFE
Open From 7 AM Until Midnight
1129 Monterey.....Sn Luis Obspo-1343-W
WOODCHUCK INN
Dine & Dancing Every Night
101 Hwy.....Atascadero-135

Riding Academies

Imhoff Albert Hwy.....Morro Bay-3928
Lazy A Riding Academy
Roosevelt Hwy.....Morro Bay-4811

Rock

Roselip Walter B 615 Grand.....Sn Luis Obspo-785
If no answer call.....Sn Luis Obspo-211-W

Roofers

County Roof Service
1250 Fletcher Sn Luis Obspo-1840
(See Advertisement Following Page)
(Continued Next Page)

JM PRODUCTS
ROOFING
OF ALL KINDS
Johns-Manville
JM PRODUCTS
Asbestos
Built-up Roofs
Shingles

Siding
Asphalt Roofs
Shingles
ROCK WOOL BLOWN HOME INSULATION
FREE ESTIMATES - TIME PAYMENT PLAN F.H.A. TERMS
KYLE ROOF SERVICE
HARRY KYLE, *Mgr.*
Established Over 20 Years
1609 Osos Street
Phone **San Luis Obispo 546**
Res. San Luis Obispo 523

Roofers–(Cont'd)

Fields R E Kings.....Morro Bay-3901
Kyle Roof Service 1609 Osos.....Sn Luis Obspo-546
(See Advertisement Preceding Page)

Roofing Materials

BUILDERS MARKET 1115-13th.....Pso Robls-277
HAGLE-DeCOU LUMBER CO
SHighway.Atascadero-43
HAYWARD HOMER T LUMBER CO
12th&Riverside.Pso Robls-73
Pac Coast Lumber Co Of Calif
410 Branch.....Aroyo Grnde-33
PAC COAST LUMBER CO OF CALIF
271Higuera.Sn Luis Obspo-1420

Rooming Houses

El Camino Real Hotel 102½ Bridge.Aroyo Grnde-11-R
Hudson George S 1429 Osos.....Sn Luis Obspo-1959
Kuehl Jeanne 1732 Spring.....Pso Robls-597
Shackelford Apts 815 Spring.....Pso Robls-1116
SLOAN'S ROOMING HOUSE
E Branch.....Aroyo Grnde-211

Rubbish Hauling

SAN LUIS GARBAGE CO
518 Higuera.Sn Luis Obspo-1672
If no answer call.....Sn Luis Obspo-1614-W

If the telephone number at your residence is listed under another's name, frequently friends do not know how to reach you. For small cost you can have a separate listing in the Telephone Directory under your own name.

ROOFS
THAT LAST
Repaired • Recoated • Renewed
Phone San Luis Obispo 1840
JAMES QUAGLINO
COUNTY ROOF SERVICE
Since 1922

1250 FLETCHER ST.
Service at Any S. P. Milling Co. Office

Rug & Carpet Cleaners

Mastercraft Electric Store
Rugs & Upholstered Furniture Cleaned
321 Snta Barbara Av.....Sn Luis Obspo-1338
San Luis Sterilization&Mattress Co
See Our Adv Under Mattresses
Buchon & High.....Sn Luis Obspo-405

Rugs & Carpets–Retail

WALKER'S CENTRAL HOME SUPPLY
112 W Branch.....Aroyo Grnde-122
WHITAKER'S FURNITURE
766Higuera.Sn Luis Obspo-1006
YOURS & MY FURNITURE STORE
1127 Broad.....Sn Luis Obspo-942
ZEGAR FURNITURE STORE
See Our Adv Under Furniture
840 Monterey.....Sn Luis Obspo-85

Rust Proofing

Electro Rust Proofing Corp Western Div
Oceano.....Aroyo Grnde-231-F-11

Safes–Opening & Repairing

STRADER C R 1131 Garden...Sn Luis Obspo-984-W

Sand & Gravel

Roselip Walter B 615 Grand.....Sn Luis Obspo-785
If no answer call.....Sn Luis Obspo-211-W
WEBSTER JACK
Washed River Run Gravel
Grand.....Aroyo Grnde-261-F-2

Sandwich Shops–See Restaurants

Sanitariums

San Luis Obispo County Tuberculosis Sanitarium
Johnson Av Sn Luis Obspo-1818
SCOTT'S FAIR OAKS CONVALESCENT HOME
Chronic Cases-Home For Aged-Modern Quiet
Fair Oaks.....Aroyo Grnde-228-F-22

Sash–See Millwork

Scavengers–See Garbage Collection

Schools

The following types of instruction, primarily avocational in character, will be found listed under their own heading, alphabetized in accordance with the qualifying word: Dancing Academies; Music Instruction Headings; Riding Academies; Etc

Amerivet Memorial Institute
Admin Ofc Central Mall.....Atascadero-180
Hall Of Applied Science N Mall....Atascadero-79
Arroyo Grande Public School
Valley.Aroyo Grnde-213-W
Arroyo Grande Union High School
Branch.Aroyo Grande-260
Atascadero Elementary School.....Atascadero-10
Atascadero Union High School.....Atascadero-61
Agriculture Dept Agriculture Hall..Atascadero-370
California Polytechnic The
Poly Campus.Sn Luis Obspo-2151
Chase Hall.....Sn Luis Obspo-1594
Dining Hall No 1 PolyCampus.Sn Luis Obspo-2061-J
Dining Hall No 2 Poly Campus..Sn Luis Obspo-2625
Dormitory B.....Sn Luis Obspo-1970
Dormitory E.....Sn Luis Obspo-2945
Heron Hall.....Sn Luis Obspo-2975
Jesperson Hall.....Sn Luis Obspo-2490
Poultry Plant—PolyCampus...Sn Luis Obspo-2530
Power Plant—PolyCampus....Sn Luis Obspo-2308
Cambria Union Grammar School.....Cambria-70

(Continued Next Page)

Schools–(Cont'd)

Cayucos Grammar School.....Cayucos-24
Coast Union High School.....Cambria-1
East Santa Fe School Snta Fe Rd.Sn Luis Obspo-3-R-4
Huasna School.....Aroyo Grnde-225-F-21
Los Osos School Osos Rd.....Sn Luis Obspo-1-F-13
Mission School 682 Palm.....Sn Luis Obspo-60
Morro Bay Grammar School North C..Morro Bay-2411
Nipomo School.....Nipomo-3-R
Paso Robles City Schools
Elementary School Cafeteria 17th...Pso Robls-6-M
Elementary School 5th Grade
Methodist Church.Pso Robls-212-J
1st & 2nd Grades
Christian Church Hall.Pso Robls-369-W
Intermediate School Vine.....Pso Robls-25
Primary School 17th&Vine.....Pso Robls-915
Union High School Spring.....Pso Robls-90
Agriculture Dept 24th.....Pso Robls-226
Wood Shop Dept Spring.....Pso Robls-673-W
Pismo Beach Grammar School.....Pismo Bch-151
San Luis Obispo City Schools
Fremont School Peach.....Sn Luis Obspo-1236
Hawthorne School Story.....Sn Luis Obspo-2071
Jr High School Marsh.....Sn Luis Obspo-2070
Kindergarten Nipomo.....Sn Luis Obspo-805
Kindergarten School Buchon.Sn Luis Obspo-1589-J
Senior High & Junior College
Marsh.Sn Luis Obspo-663
Santa Margarita Grammar School.....S Margrita-8
Shandon High School Shandon....Pso Robls-31-F-21
Sunnyside School Osos Rd.....Sn Luis Obspo-20-F-21
Templeton Grammar School.....Templtn-16-W
Templeton Union High School.....Templtn-16-J

Second Hand Furniture

See Furniture Dealers–Used

Seeds & Bulbs–Retail

Loomis E C & Son 147 High.....Sn Luis Obspo-1080
SAN LUIS FEED CO 305 Higuera..Sn Luis Obspo-655
If no answer call.....Sn Luis Obspo-1080
San Luis Nursery Pismo Hwy...Sn Luis Obspo-320-W

Seeds–Whsle

Waller-Franklin Seed Co
Flower Seed Producers
.....Aroyo Grnde-222-F-5

Service Station Equipment–Servicing

Brown H A
Sales & Service
1916 Johnson Av.....Sn Luis Obspo-1232

Service Stations

Agueda's Shell Service Station
101 Hwy.Aroyo Grnde-92-W
Al's Brake Service 1175 Monterey.Sn Luis Obspo-2234
Associated Oil Serv Stn
Marsh&Higuera.Sn Luis Obspo-1972
Associated Oil Service Stn
1108 Monterey.Sn Luis Obspo-1497
Associated Service Station
11th&Spring.Pso Robls-172
Bradner Don Service Station
Price & Pomeroy.....Pismo Bch-199
BREUKLANDER & TREJO SERV STN
BELL OIL PRODUCTS
LUBRICATION
WASHING & POLISHING
BATTERIES - TIRES - ACCESSORIES
GATES TIRES & V BELTS
Price & Dolliver.....Pismo Bch-323

(Continued Next Page)

COLEMAN'S
RICHFIELD SERVICE STATION

Goodyear Tires
Goodyear Tubes
Batteries
Lubrications
Washing & Polishing
Accessories
Phone San Luis Obispo 584
316 Higuera St.

Emil's Texaco Service
GOODRICH
TIRES · BATTERIES
WASHING & POLISHING
BATTERY CHARGE
TEXACO PRODUCTS

Telephone
San Luis Obispo 1736
311 HIGUERA STREET

NORWALK SERVICE STATION
M. B. Perrine

TIRES
BATTERIES
ACCESSORIES
LUBRICATION SPECIALISTS
Two Stations to Serve You
Paso Robles—944 Spring Phone Paso Robles 425
Atascadero—Highway Phone Atascadero 179

KEN'S MOHAWK SERVICE
Kenneth N. Mitchell - Carl W. Hinkle
1001 HIGUERA STREET

WINSLOW OIL FILTERS
MOHAWK GAS & OIL
LUBRICATION
BATTERIES
AUTO ACCESSORIES
Telephone
San Luis Obispo 562

Service Stations–(Cont'd)

Brisco Service Station
Gen Repairs-Lubrication-Tires-Batteries
147 Bridge ..... Aroyo Grnde-45-W
Brown G W 16th&Spring ..... Pso Robls-83

BROWN GORDON C
NORWALK & TEXACO PRODUCTS
TIRES - SALES & SERVICE
Automobile Repairing - Motor Tune-Up
Quick Charge Battery Service
Roosevelt Hwy ..... Morro Bay-2952

Camel Oil Co S Highway Atascadero-236-J
Caskey E W Main&Lee Cambria-25
Cayucos Standard Station Cayucos-27
COLEMAN'S RICHFIELD SERVICE STATION
316 Higuera ..... Sn Luis Obspo-584
(See Advertisement Preceding Page)
EMIL'S TEXACO SERVICE
311 Higuera ..... Sn Luis Obspo-1736
(See Advertisement Preceding Page)
Freeman's Service Station
Monterey & Murray ..... Sn Luis Obspo-1625
FULLER LOWELL D
1200 Monterey ..... Sn Luis Obspo-2942
Galloway Truck Service
Pismo Hwy ..... Sn Luis Obspo-1396
(See Advertisement This Page)
Gardner's Garage State Hwy ..... S Margrita-29
General Petroleum Corp Of Calif Service Station
1099 Marsh ..... Sn Luis Obspo-2778
General Petroleum Service Station
1339 Spring Pso Robls-123
George's Station S Hwy ..... Sn Luis Obspo-2398
Gilmore Service Station
505 Higuera ..... Sn Luis Obspo-823
GREENS AUTO COURT ..... S Margrita-18-J

NORWALK SERVICE STATION
WILLS & SCHLICHT, *Owners*
24-HOUR SERVICE
TRUCK SPECIALISTS
1088 Higuera

San Luis Obispo 1913
TIRES SALES & SERVICE
QUICK CHARGE BATTERY SERVICE
LUBRICATION - WASHING & POLISHING

GALLOWAY TRUCK SERVICE
SEASIDE DIESEL FUEL
OILS & GREASES
BRUNSWICK TIRE DISTRIBUTOR
TRUCK & HEAVY EQUIPMENT
TOWING
24-HOUR SERVICE
PISMO HWY.
San Luis Obispo 1396

GUY'S SERVICE STATION
MOBIL OIL PRODUCTS
COMPLETE LUBRICATIONS
TIRES - SALES & SERVICE
GENERAL PETROLEUM BATTERIES
MOTOR TUNE-UP
99 Traffic Way ..... Aroyo Grnde-105

HAMPTON'S AUTO COURT
Union Oil Products
..... Cambria-11-J
Hodges Union Oil Service
283 Higuera . Sn Luis Obspo-1961
HOVE'S TEXACO SERVICE Highway Templtn-24
JACK'S CHEVRON SERVICE
Jack Hillman-Owner
Palm & Morro ..... Sn Luis Obspo-1806
Ken's Mohawk Service
1001 Higuera ..... Sn Luis Obspo-562
(See Advertisement Preceding Page)
Ken's Richfield Service
1001 Higuera . Sn Luis Obspo-562
KEN'S SHELL STATION
1095 Monterey ..... Sn Luis Obspo-1030
KUSTEL SERVICE STATION
Shell Products
1204 Osos ..... Sn Luis Obspo-1073
Lucky Service Center 406 Higuera . Sn Luis Obspo-1908
Maddalena Tire Co
Tires & Tire Recapping Station
Higuera&Osos ..... Sn Luis Obspo-79
McKaig's Standard Station 1502 Spring . Pso Robls-615
McKennon H H 5th&Main ..... Morro Bay-3531
MICHELS H E 1446 Spring ..... Pso Robls-176
MOHAWK SERVICE
101 Highway Service Station
Netto & Lessard-Proprietors
Price & Bello ..... Pismo Bch-58
Norwalk Service Station Hwy Atascadero-179
Norwalk Service Station 944 Spring ... Pso Robls-425
(See Advertisement Preceding Page)
Norwalk Service Station
1088 Higuera ..... Sn Luis Obspo-1913
(See Advertisement This Page)
Phillips K L & Sons 835 Price ..... Pismo Bch-21

PRICE C R RICHFIELD SERVICE & GARAGE
SERVICE STATION
Goodyear Tires
Batteries - Accessories
General Repairs
635 Price ..... Pismo Bch-162

RANSOME TRUCK SERVICE
TRUCK LUBRICATION
DIESEL OILS and FUELS
TRUCK REPAIRS
Sleeping Quarters - Showers
OPEN 24 HOURS A DAY
101 Hwy ..... Sn Luis Obspo-2343

Richfield Beacon Service Station
See Our Adv Under Auto Repairing
S Hwy ..... Pso Robls-19-F-15
Richfield Service Station 703 Spring .... Pso Robls-17
RICHFIELD SERVICE STATION NO 759
Highway . Atascadero-119-W
Rountree Oil Distributing Co
100 Traffic Wy ..... Aroyo Grnde-54-J
S & W Service Vachell Ln ..... Sn Luis Obspo-1506
San Luis Service Station & Garage
1044 Monterey . Sn Luis Obspo-100
SEASIDE SERVICE
Ted Carter-Manager
14th&Spring ..... Pso Robls-38
(Continued Next Page)

Service Stations–(Cont'd)

Seaside Service Station Price & Main .. Pismo Bch-344
Shaffer's Richfield Service Station
139 Traffic Wy . Aroyo Grnde-60-W
Shell Serv Sta S Hwy Atascadero-305
Shell Service Station 1145 Spring ..... Pso Robls-479
Shell Service Station 16th&Spring ..... Pso Robls-83
Shell Service Station 259 Price ..... Pismo Bch-202
Shell Service Station
1200 Monterey ..... Sn Luis Obspo-2942
Signal Oil Co 903 Spring ..... Pso Robls-302
SIGNAL OIL CO 1446 Spring ..... Pso Robls-176
Smith T E Service Station Nipomo-6
Smitty's Service Station
Roosevelt Hwy ..... Morro Bay-2954
STANDARD MOTOR SERVICE
Tire Inspection Service
990 Higuera ..... Sn Luis Obspo-22
Standard Service Station 155 Traffic . Aroyo Grnde-113
Standard Station No 150 AD
Marsh&Higuera . Sn Luis Obspo-1707
Standard Stations Inc
No 343 1066 Monterey ..... Sn Luis Obspo-731
No 3280 1565 Monterey ..... Sn Luis Obspo-1004
Standard Stations Inc No 280
12th&Spring . Pso Robls-507
Standard Stations Inc No 596
State Hwy . Atascadero-102
Standard Stations Inc No 750
1745 Spring . Pso Robls-589
Star Garage Highway ..... S Margrita-3
Stowe Independent Oil Co 6th&Spring . Pso Robls-758
Stowe Independent Oil Co&Trailer Sales
996 Marsh . Sn Luis Obspo-2701
Tasco Service Station S Highway Atascadero-99
Texaco Service 10th&Spring ..... Pso Robls-391
Texaco Service Station Highway Atascadero-105
Texaco Service Station 1405 Spring ... Pso Robls-910
TEXACO SERVICE STATION
Snta Rosa&Marsh . Sn Luis Obspo-1887
THOMPSON FRANK W 101 Hwy Templtn-14-W
Union Oil Co of Calif
Service Station No 347 10th&Spring . Pso Robls-612
Union Oil Station 1101 Monterey .. Sn Luis Obspo-1936
Union Station 1308 Monterey ..... Sn Luis Obspo-968

UPTON'S SERVICE STATION
NORWALK & TEXACO PRODUCTS
EXPERT LUBRICATION
TIRE SERVICE - BATTERIES RETAIL
Automobile Accessories
1919 Broad ..... Sn Luis Obspo-132

Welch's Seaside Service Station 5th .. Morro Bay-2826
Wilshire Service Station Hwy Atascadero-375
Zellner & Bowden
Seaside Gasoline & Oils
711 Marsh ..... Sn Luis Obspo-1957

Sewing Machines–Domestic

HAMILTON J E 718 Higuera ..... Sn Luis Obspo-49
NEW HOME SEWING MACHINES—
HOUSE OF APPLIANCES
2748 Spring ..... Pso Robls-1304

Singer Knit & Art Shop 718 Higuera . Sn Luis Obspo-49
(See Advertisement This Page)

Sewing Machines–Repairing

HIBBARD & HIBBARD 1233 Spring ... Pso Robls-220
Smith E Taylor 1035 Murray ..... Sn Luis Obspo-235

Sheet Metal

Cooperative Farmers Sheet Metal Shop
1315 Pine . Pso Robls-153

There are 6,156 telephone companies serving the United States.

SEWING MACHINES
NEW HOME - WHITE
SINGER

• Repairs
• Supplies
• Rentals
All Makes
NEW & USED MACHINES
FREE ESTIMATES
J. E. HAMILTON, *Agent*
TELEPHONE
San Luis Obispo 49
Singer Knit & Art Shop
718 HIGUERA STREET

OUT of the DISCARD

A few minor repairs on that discarded article will restore its life of usefulness and convenience. You'll find the man who can help you listed in the

Classified **TELEPHONE SECTION**

If It's
SHEET METAL WORK
"We Can Do It"

- Industrial Work
- Tanks & Troughs
- Dairy & Poultry Equipment
- Heating & Ventilating
- Retinning
- Kitchen Equipment Mfg.

General Sheet Metal Work

Cooperative Farmers
SHEET METAL SHOP
1315 Pine
PASO ROBLES 153

McBRIDE
Sheet Metal Works
FURNACES - VENTILATORS
DRAINS - GUTTERS - SKYLIGHTS
SINKS AND HOODS
PLUMBING & REPAIRING
HOT WATER HEATERS
FLOOR FURNACES
Phone Sn Luis Obispo 337
1023 Nipomo Sn Luis Obispo

Who
SELLS IT?
When a specific product or service is needed and there is an uncertainty as to who sells it
THE
Classified
TELEPHONE SECTION
Will Direct You

Sheet Metal Work

Cooperative Farmers Sheet Metal Shop
1315 Pine.....Pso Robls-153
(See Advertisement This Page)
McBride Sheet Metal Works
1023 Nipomo.....Sn Luis Obspo-337
(See Advertisement This Page)
SMEE'S PLUMBING & HEATING SHOP
1302 Osos. Sn Luis Obspo-766

Shell Heating Oils

Look on "O" pages under "Oils–Fuel & Heating"

Shingling–See Roofers

Shoe Repairing

Bruno Frank Shoe Shop SntaLuciaAv...Atascadero-4

Shoes–Athletic

See Sporting Goods Headings

Shoes–Retail

CHITWOOD BOOTERY
Shoes For Everyone
Paradise Shoes For Women
860 Higuera.....Sn Luis Obspo-1832
Karl's Shoe Store
Shoes For Everyone-Service Men&Women
725-12th.....Pso Robls-478
Karl's Shoe Store 786Higuera..Sn Luis Obspo-881-M
LENZNER'S 627-12th.....Pso Robls-761
NUNN-BUSH SHOES FOR MEN—
CHITWOOD BOOTERY
860 Higuera. Sn Luis Obspo-1832
O'Sullivan J J Co 741 Higuera...Sn Luis Obspo-863-J
REEVE'S SHOES
Shoes For The Entire Family
760 Higuera.....Sn Luis Obspo-2470
Renetzky's Shoe Store 845 Higuera.Sn Luis Obspo-257
WICKENDEN'S
Florsheim And Freeman Shoes
837 Monterey.....Sn Luis Obspo-1511

Show Card Writing

Rose Sign Service 723 Pacific....Sn Luis Obspo-2716

Signs

CLINE'S ELECTRIC SHOP
Neon Sign Service
962Monterey.....Sn Luis Obspo-13
FREEMAN SIGN SERVICE
448 Higuera. Sn Luis Obspo-335
Hall Sign Service 1348 Monterey.Sn Luis Obspo-2583
ROSE SIGN SERVICE
A Complete Sign Service
Truck & Taxi Lettering Our Specialty
723 Pacific.....Sn Luis Obspo-2716
Union Sign Service Santa Lucia.....Atascadero-246

Skates–See Sporting Goods Headings

Slaughter Houses

See Meat–Whsle; also Stock Yards

Soft Drinks–See Beverages–Non Alcoholic

By keeping a list of frequently called numbers—you can save much time and effort. There is space for this purpose in the front of your Directory which you may find helpful.

Sporting Goods–Retail

Dickie's Hardware & Plumbing Shop.....Cambria-36
Hill J C 1037 Chorro.....Sn Luis Obspo-466
LUNDGREN ERIC 1326 Park.....Pso Robls-470
If no answer call.....Pso Robls-1158

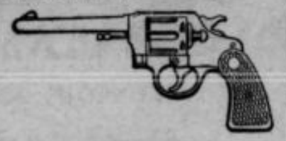
PHILLIPS K L & SONS
SPORTING GOODS
Fishing Tackle - Guns & Ammunition
Fishing & Hunting Licenses
835 Price.....Pismo Bch-21

SMITH C S
Complete Line Of Sporting Goods
1225Park.....Pso Robls-40-W
Smith's Sporting Goods
660 Higuera.....Sn Luis Obspo-2520
(See Advertisement This Page)

Sportswear–Retail

Lacterman's 728 Higuera.....Sn Luis Obspo-1285
Vogue The 1233 Park.....Pso Robls-70

Would you like to get your share of business from customers in your neighborhood? Then why not advertise in the Classified Telephone Directory? You can call the business office of the telephone company and ask for the Directory Advertising Representative. He can help you plan an effective message.

SMITH'S SPORTING GOODS
Shotguns
Rifles
Revolvers
Telescope Sights & Mounts

All Kinds of Ammunition
GUNSMITH
FISHING TACKLES
SAN LUIS OBISPO 2520
660 HIGUERA STREET

&
Incidentally
Prompt answering of a telephone's ring is thoughtful, courteous—and good business.
THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY

Spraying–See Painting Contractors

Sprays–See Insecticides

Stage Lines–See Bus Lines

State Government Offices

See Alphabetical Directory Under "Calif State of"

Stationers–Retail

Arroyo Drug Co 130 Branch.....Arroyo Grnde-46
Camera Shop 1036 Chorro.....Sn Luis Obspo-1748
Hill's Stationery 1127 Chorro....Sn Luis Obspo-1403

Steam Cleaning

See also Automobile Washing & Polishing
MANN R W BOB 1139-13th.....Pso Robls-666

Steel Homes & Buildings

Livingston E C Co
See Our Adv Under Building Materials
13th & Railroad.....Pso Robls-22

Stencils & Stencil Supplies

MIMEOGRAPH BRAND PRODUCTS—
PACIFIC COAST PUBLISHING CO
A B Dick Exclusive Tri-County Distributor
1022 State SantaBarbara
(Toll) Call "Operator" for Snta Barbara-3159

Stenographers–Public

SMITH WM T
VERBATIM STENOTYPIST
TESTIMONY - MEETINGS
CORRESPONDENCE - MANUSCRIPTS
ADDRESSING AND MAILING
1151 Murray Av.....Sn Luis Obspo-505

Still Margaret I 575 NBroad...Sn Luis Obspo-2013-J

Sterilizing Service

San Luis Sterilization & Mattress Co
See Our Adv Under Mattresses
Buchon & High.....Sn Luis Obspo-405

Stock Yards

Bryan Meat Co Slaughter House.....Pso Robls-366

Storage–Cold

See Cold Storage Warehouses

Storage–Household

See Moving & Storage Service

Stoves & Ranges

See Ranges & Stoves Headings

Studebaker Sales And Service

Look on "A" pages under "Automobile Dealers–New Cars"

Suit Cases–See Luggage Headings

Custom Made CLOTHES FOR MEN & WOMEN

Only the Finest Imported and Domestic Woolens

MISSION TAILORING SERVICE

TELEPHONE
SAN LUIS OBISPO 496
863 MONTEREY ST.
DAVID A. GRIFFIS, *Master Tailor*

Tailors–Ladies'

Dicy's Tailor Shop 1322 Park.....Pso Robls-1084
Mission Tailoring Service
863 Monterey.....Sn Luis Obspo-496
(See Advertisement This Page)
Pat's Dressmaking Shop
Dressmaking Alterations
1220 Morro.....Sn Luis Obspo-2144

Tailors–Men's

Dicy's Tailor Shop 1322 Park.....Pso Robls-1084
(See Advertisement This Page)
Mission Tailoring Service
863Monterey.Sn Luis Obspo-496
Nernof Tailoring Co 1027 Chorro..Sn Luis Obspo-103

Plan your shopping with the Classified Telephone Directory.

TAILORING - ALTERATIONS PRESSING CLEANING SERVICE
for
MEN, WOMEN and SERVICEMEN
DICY'S TAILOR SHOP
1322 PARK STREET
Phone PASO ROBLES 1084
Hours - 9 A.M. to 7 P.M. Saturdays Until 8 P.M.

MORE

and More... business men are finding that it pays in good will to place and receive their telephone calls with as little time-lag for the other fellow as possible. They place their own calls or stay close to the telephone when they tell someone else to do it.

Tallow

San Luis Tallow Works
Clark Field. Sn Luis Obspo-2646-W
(See Advertisement This Page)

Tamales–Retail

Hill's Homemade Tamales
355Marsh. Sn Luis Obspo-2260-W
(See Advertisement This Page)

If the telephone number at your residence is listed under another's name, frequently friends do not know how to reach you. For small cost you can have a separate listing in the Telephone Directory under your own name.

Tax Consultants

BOYCE J EARLE
Bank ofAmericaBldg. Sn Luis Obspo-886
Derby Mabel Miss 623-2d .....Pso Robls-1164-W
HALL WILLIAM O
INCOME TAX CONSULTANT
AUDITING
779Marsh.....Sn Luis Obspo-2114
Van Horn Otto B 612-12th.....Pso Robls-1414

Telephone service is one of the unifying forces of the nation.

DEAD STOCK ***REMOVED***

Phone Us Long Distance Collect

Phone SAN LUIS OBISPO **2646-W** WE PAY ALL CHARGES

TOP PRICES PAID FOR HIDES & CALF SKINS

OFFICE: 205 HIGH ST. PLANT: CLARK FIELD

HIDES—TALLOW
WE SOLICIT RESTAURANT & BUTCHER TRADE
SAN LUIS TALLOW WORKS

&
Incidentally

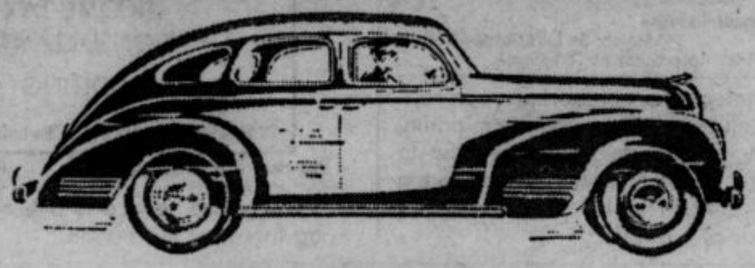
Prompt answering of a telephone's ring is thoughtful, courteous—and good business.

THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY

HILL'S HOMEMADE TAMALES
AND
CHILI BEANS

WHOLESALE & RETAIL
CATERING TO PARTIES LODGES & CLUBS
355 Marsh
Phone San Luis Obispo 2260-W

EDDIE'S TAXI



PASO ROBLES 780

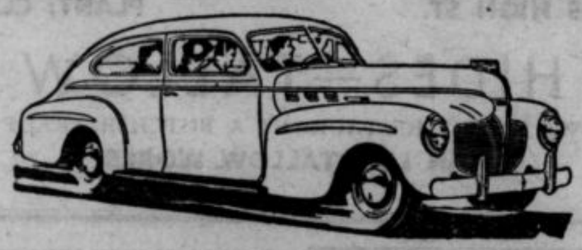
Careful Courteous Drivers—Passengers Insured

24-Hour Service—Heated Waiting Room—1245 Spring Street

Free Telephones Located at
GREYHOUND BUS DEPOT

White Spot Cafe—Spring St. **R. W. B. Auto Court—32nd & Spring St.**
Pip Drive-In—14th & Park St. **Safeway Lot—14th & Park**

YELLOW CABS



Telephone

SAN LUIS OBISPO 100 or 10-J

SAVE YOUR TIME

Depot Stand at
1044 MONTEREY

Taxicabs

Bewley's Cab Co 403 Cypress.....Pismo Bch-67
BROWNIE'S TAXI N Hwy.....Atascadero-292
(See Advertisement Page 91)
Cadet Taxi Morro Rd.....Atascadero-168
CHECKER CAB 987Monterey.....Sn Luis Obspo-2
(See Advertisement Page 91)
Curlee & Gray Cabs 960 Higuera...Sn Luis Obspo-845
(Continued on Pages 90 & 91)

It's good business to keep your firm name, services and commodities listed and advertised in the Classified Telephone Directory, for that places your firm's name where it can be at your customers' fingertips instantly.

WHEN AN
EMERGENCY ARISES
The convenient and quick way to locate someone in the immediate neighborhood is to
LOOK IN THE
Classified
TELEPHONE SECTION
Tells "Where To Buy It"

TAXI? 2

PHONE SAN LUIS OBISPO

24-HOUR SERVICE

- **WE MEET ALL STAGES.**
- **COURTEOUS SERVICE.**
- **DEPENDABLE CAREFUL DRIVERS.**
- **PASSENGERS FULLY INSURED.**

MISSION TAXI CO.

987 Monterey St. Also Stand at Greyhound Depot

FRED RAKEMAN & L. GALENSKI, *Props.*

Who
SELLS IT?
When a specific product or service is needed and there is an uncertainty as to who sells it
THE
Classified
TELEPHONE SECTION
Will Direct You

when a NAME RECOMMENDED has been FORGOTTEN
You remember the recommendation but don't remember the name. If you will
LOOK IN THE
Classified
TELEPHONE SECTION
You will probably recognize the name when you see it.

STEVE'S
YELLOW CABS

STEVE ZEGAR, Prop.

Day or Night Phone
SAN LUIS OBISPO

10-J
OR
100

Sedan Service

REASONABLE RATES
Passengers Insured
CADILLAC CARS

We Are the Only Cab Co. in Town That Meets All Trains

RELIABLE COURTEOUS DRIVERS

1016 MORRO ST., At Anderson Hotel, SAN LUIS OBISPO

TAXI
SUNSET CAB SERVICE

R. W. & Laurine Dudley
OWNERS

SERVICE DAY & NITE ALSO SUNDAYS AND HOLIDAYS

Fully Insured

TELEPHONE
PASO ROBLES **188**
24-Hour Service

SAFE • COURTEOUS • PROMPT

STAND 1117 SPRING

Taxicabs–(Cont'd)

EDDIE'S TAXI 1245 Spring.....Pso Robls-780
(See Advertisement Page 88)
MISSION TAXI CO 987 Monterey....Sn Luis Obspo-2
(See Advertisement Page 89)
Owl Taxi Co 974Monterey.....Sn Luis Obspo-300
(See Advertisement This Page)
Slater Taxi Esparto.....Pismo Bch-3-Y-5
STEVE'S TAXI 1016 Morro....Sn Luis Obspo-10-J
(See Advertisement Opposite Page)
SUNSET CAB CO 1117 Spring.....Pso Robls-188
(See Advertisement Opposite Page)

Save time and trouble by looking in the Classified Telephone Directory first. It tells you who sells things, who mends things, who does things.

WARD'S TAXI
24-HOUR SERVICE
Careful - Courteous
Passengers Fully Insured
LUNCH & WAITING ROOM
Corner
Cypress & Pomeroy.....Pismo Bch-222

White Line Taxi 1221 Price.....Pismo Bch-335
YELLOW CAB 1044Monterey....Sn Luis Obspo-100
(See Advertisement Page 88)

Tea Rooms–See Restaurants

Teachers
See Schools; also Specific Types of Instruction

TAXI!
24-HOUR SERVICE
UNION DRIVERS
PROMPT SERVICE
OFFICE AT OWL CLUB

OWL TAXI CO.
HARRY GILLIS, *Owner*

974 Monterey

PHONE
SAN LUIS OBISPO **300**

BROWNIE'S TAXI

Phone
Atascadero 292
On 101 Highway ATASCADERO

CHECKER CAB
"Ride and Relax with Safety"
PHONE
SAN LUIS OBISPO
2
987 Monterey

Telegraph Companies

Western Union Telegraph Co
Carlton Hotel.....Atascadero-5
Western Union Telegraph Co
1208 Spring. Pso Robls-131
Western Union Telegraph Co
979 Monterey. Sn Luis Obspo-1670

Telephone Companies

PAC TELEPHONE & TELEGRAPH CO THE
Business Offices
Arroyo Grande 968 Monterey Sn Luis Obispo
Ask Operator for.....Business Office
(No charge for calls to Business Office)
Atascadero 717-14th Paso Robles
Ask Operator for.....Business Office
(No charge for calls to Business Office)
Cambria 968 Monterey Sn Luis Obispo
Ask Operator for.....Business Office
(No charge for calls to Business Office)
Cayucos 968 Monterey Sn Luis Obispo
Ask Operator for.....Business Office
(No charge for calls to Business Office)
Morro Bay 968 Monterey Sn Luis Obispo
Dial "Operator" and ask for "Business Office"
(No charge for calls to Business Office)
Nipomo 968 Monterey Sn Luis Obispo
Ask Operator for.....Business Office
(No charge for calls to Business Office)
Paso Robles 717-14th.....Pso Robls-133
Pismo Beach 968 Monterey Sn Luis Obispo
Ask Operator for.....Business Office
(No charge for calls to Business Office)
San Luis Obispo 968Montrey.Sn Luis Obspo-2000
Santa Margarita 717-14th Paso Robles
Ask Operator for.....Business Office
(No charge for calls to Business Office)
Templeton 717-14th Paso Robles
Ask Operator for.....Business Office
(No charge for calls to Business Office)
Thompson Jane R Halcyon.....Aroyo Grnde-258-F-2

Television Apparatus—Installations & Service

MODERNE THE 685 Higuera.....Sn Luis Obspo-826

Termite Control

KYLE ROOF SERVICE
KYLE
TERMITE CONTROL
By Licensed & Experienced Operators
INSPECTION and ESTIMATES
1609 Osos.....Sn Luis Obspo-546

Theatres

Bay Theatre 464-5th.....Morro Bay-3011
Elmo Theatre Morro.....Sn Luis Obspo-1036
Fremont Theatre Monterey.....Sn Luis Obspo-71
Grande Theatre 108 Branch.....Aroyo Grnde-106
Hi-Ho Theatre 1436 Spring.....Pso Robls-777
La Moda Theatre State Hwy.....Atascadero-143
Obispo Theatre 993 Monterey.....Sn Luis Obspo-197
T & D Jr Theatre 12th.....Pso Robls-328
Ward Theater 326 Pomeroy.....Pismo Bch-11

Tile—Ceramic, Contractors & Dealers

Faulstich J F S Broad.....Sn Luis Obspo-997

Tire Chains

See Automobile Parts & Supplies Headings

Tire Inspection Service

General Petroleum Service Station
1339 Spring. Pso Robls-123
Kustel Service Station 1204 Osos. Sn Luis Obspo-1073
Maddalena Tire Co Higuera&Osos...Sn Luis Obspo-79
TEXACO SERVICE STATION
Snta Rosa&Marsh. Sn Luis Obspo-1887

Tires—Dealers

BELLO'S AUTO & HOME SUPPLY
886 Monterey.....Sn Luis Obspo-12
(See Advertisement This Page)

BORIACK JOHN STUDEBAKER AGCY
GOODYEAR
and
FIRESTONE
TIRES
For Cars and Trucks
874 Monterey.....Sn Luis Obspo-1469

CHICK'S TIRE SERVICE
C. P. STODDARD, OWNER
TIRES
SALES & SERVICE
RECAPPING - REPAIRING
TIRES LOANED WHILE WE RECAP YOURS
1534 Spring.....Pso Robls-980

DAVIS B H TIRE SERVICE
Goodyear Tires
1233 Spring.....Pso Robls-77

FIRESTONE STORES
710Higuera. Sn Luis Obspo-130

FISK TIRES
TIRE SERVICE
RECAPPING
REPAIRS
When It's Time To Re-Tire Buy FISK
Reg. U. S. Pat. Off.

"WHERE TO BUY IT"
DISTRIBUTOR
MADDALENA TIRE CO
Higuera&Osos. Sn Luis Obspo-79

GOODRICH B F TIRES—
TEXACO SERVICE STATION
Snta Rosa&Marsh. Sn Luis Obspo-1887

KIMBALL TIRE SERVICE
283Higuera. Sn Luis Obspo-758
(Continued Next Page)

BELLO'S
AUTO & HOME SUPPLY
BFG B F GOODRICH
B. F. GOODRICH TIRES
Tubes - Batteries - Accessories and Home Supplies
Phone San Luis Obispo 12
886 Monterey Sn Luis Obispo

Tires—Dealers—(Cont'd)

LEE TIRES—
SIGNAL OIL CO 751 Marsh....Sn Luis Obspo-802

MADDALENA TIRE CO
General-Fisk&Kelly Tires
Higuera&Osos.....Sn Luis Obspo-79
MICHELS H E 1446 Spring.....Pso Robls-176
Thompson Frank W 101 Hwy.....Templtn-14-W

U S TIRES
QUALITY TIRES
QUALITY RECAPS
QUALITY REPAIRS
US TIRES
"WHERE TO CALL"
STANDARD MOTOR SALES
990 Higuera.....Sn Luis Obspo-44

Tires—Repairing

General Petroleum Service Station
Emergency Road Tire Service
1339 Spring.....Pso Robls-123
WESTSIDE AUTO PARTS CO
1229 Monterey.....Sn Luis Obspo-908
(See Advertisement This Page)
Zellner & Bowden 711 Marsh....Sn Luis Obspo-1957
(See Advertisement This Page)

Tires—Retreading & Recapping

DAVIS B H TIRE SERVICE
1233 Spring. Pso Robls-77

KIMBALL TIRE SERVICE
283Higuera. Sn Luis Obspo-758

MADDALENA TIRE CO
Higuera&Osos. Sn Luis Obspo-79

RICHFIELD SERVICE STATION NO 759
GENERAL & GOODYEAR TIRES
SALES & SERVICE
TIRES
RECAPPED & REPAIRED
SERVICE PLUS QUALITY
Highway.....Atascadero-119-W

STANDARD MOTOR SERVICE
990 Higuera. Sn Luis Obspo-22

Title Companies

SECURITY TITLE INS & GUAR CO
1119 Chorro. Sn Luis Obspo-1015
TITLE INSURANCE AND TRUST COMPANY
777 Higuera. Sn Luis Obspo-321

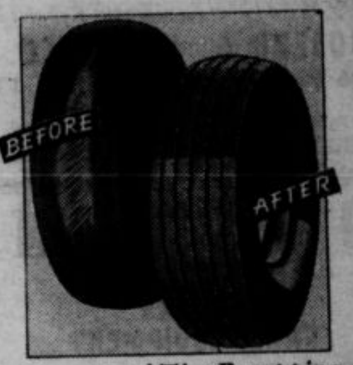
Tobacco—Whsle & Mfrs

JUILLARD-COCKCROFT
230 Snta Barbara Av. Sn Luis Obspo-93

Toilet Goods

Merle Norman Cosmetics Studio
748Higuera. Sn Luis Obspo-1477

More and more, business men are finding that it pays in good will to place and receive their telephone calls with as little time-lag for the other fellow as possible. They place their own calls or stay close to the telephone when they tell someone else to do it.

TIRES
NEW TIRES & TUBES
AUTHORIZED DEALER FOR KELLY TIRES


Guaranteed Tire Recapping
SEASIDE GAS & OILS
ZELLNER & BOWDEN
MARSH & BROAD STS.
Phone San Luis Obispo 1957

WESTSIDE AUTO PARTS CO.

TIRE REPAIRS
RETREADING
AND
RECAPPING
Quality Workmanship
1229 MONTEREY ST.
Phone **San Luis Obispo 908**

To Find Someone
IN YOUR NEIGHBORHOOD
WHO SELLS IT
Looking for someone close by who sells or has a service you want will be easy when you
LOOK IN THE
Classified
TELEPHONE SECTION

"CATERPILLAR"
AND
JOHN DEERE
NEW & USED TRACTORS
AND EQUIPMENT
SERVICE & REPAIRS
Any Make Farm Equipment Repaired
JOSEPH G. MOORE CO.
1306 Pine Paso Robles 173
Santa Maria—113 West Chapel
(Toll) Call "Operator" for Santa Maria 5

JACK RUTH
TRACTORS
TRUCKS
FARM EQUIPMENT
REPAIRING
LIGHTING PLANTS
Installed - Rebuilt - Repaired
1st & James Templeton 2-W

When
NAME
or
ADDRESS
Is Forgotten
Someone has told you of a certain concern or you've read their advertising somewhere.
LOOK IN THE
Classified
TELEPHONE
SECTION
You probably will recognize the name or address when you see it.

Tools–Retail

McBEE F H
Snap-On-Blue Point
Mechanics' Tools & Equipment
JOHNSON OUTBOARD MOTORS
BOATS - SUPPLIES
MARINE PAINTS
1131 Broad.....Sn Luis Obspo-2525

Tourists Courts–See Automobile Courts

Towel Service–See Linen Supply Service

Towing Service–Automobile
See Automobile Towing

Tractors

ALLIS-CHALMERS TRACTORS—
FARMER'S HARDWARE & EQUIP CO
581 Higuera. Sn Luis Obspo-852
LIVINGSTON E C CO
1236 Railroad. Pso Robls-534

BLACKWELL & SON 1134-13th.....Pso Robls-254
If no answer call.....Pso Robls-1113

CASE TRACTORS—
FARMER'S HARDWARE&EQUIP CO
581Higuera. Sn Luis Obspo-852

CATERPILLAR TRACK-TYPE TRACTORS—
MOORE JOSEPH G CO 1306 Pine..Pso Robls-173
113 WChapel SntaMaria
(Toll) Call "Operator" for.....S Maria-5

CLETRAC TRACTORS—
MANN R W BOB 1139-13th.....Pso Robls-666
Night Call.....Pso Robls-734-J

Moore Joseph G Co 1306 Pine.....Pso Robls-173
(See Advertisement This Page)

Tractors–Repairing

Avila's Tractor Repair 521 Hollister...Pismo Bch-182
Ruth's Tractor Repairing 1st & James...Templtn-2-W
(See Advertisement This Page)

Trailer Parks

Bob's Auto Court 652 Morro.....Sn Luis Obspo-2932
Riverside Trailer Court 1835 Riverside.Pso Robls-1133
Rude's Trailer Court
546 Higuera.....Sn Luis Obspo-2033-W
Stander J W Mrs Auto Court
1607 Riverside.....Pso Robls-1316

Trailers–Coach

MATHEWS' TRAILER COURT
For Rent By Month-Housekeeping
274 Higuera.....Sn Luis Obspo-1392
STOWE INDEPENDENT OIL CO & TRAILER SALES
New & Used-Bought-Sold-Cash Or Terms
996 Marsh.....Sn Luis Obspo-2701

Travel Bureaus

Albertsen Cruise Tours 26 O'Farrell San Francisco
(Toll) Call "Operator" for.....Exbrook-2253
BONETTI & RICE 987 Osos.....Sn Luis Obspo-418

There are 6,156 telephone companies serving the United States.

Trucking
See also Motor Freight Companies Headings

Andrews Bros N Highway.....Atascadero-311-W

ARROYO GRANDE TRUCK CO
GENERAL PRODUCE HAULING
FRANCHISE CARRIER OF
FARM PRODUCE
GRAIN & HAY
201 W Branch.....Aroyo Grnde-64

BAXTER J E
Produce&General Hauling
.....Aroyo Grnde-231-F-21
Bonsteel Trucking Co 242 Garden...Aroyo Grnde-206
Calif Motor Express Limited
Cayucos.....Cayucos-4-W
Paso Robles 1138-13th.....Pso Robls-657
San Luis Obispo 390 Pacific....Sn Luis Obspo-800
Christensen's Transfer & Storage
1226 Park. Pso Robls-705
If no answer call.....Pso Robls-519
COAST LINE EXPRESS
390 Pacific.....Sn Luis Obspo-800

CORIPPO MEL H
GRAIN - SAND & CONCRETE
GRAVEL
Office, City Hall, 723-13th St.
1719 Pine.....Pso Robls-653-W
If no answer call.....Pso Robls-98

Cropper Sidney C
General Hauling
1935 Vine.....Pso Robls-644
DENNIS TRANSFER
Local&Long Distance Moving
And General Hauling
1824Nipomo.....Sn Luis Obspo-355
Fairbairn & Renoud 211-16th.....Pso Robls-674
(See Advertisement This Page)

GIFFORD JAS
GENERAL HAULING
LOCAL & STATEWIDE
HEAVY HAULING
OUR SPECIALTY
Road & Fuel Oil Hauling - 5000-Gal. Tanker
2311 Lawton.....Sn Luis Obspo-2802

GLASS TRANSPORTATION CO
1733 Spring. Pso Robls-258

SPECIALIZING IN
LIVESTOCK TRANSPORTATION
GENERAL TRUCKING
All Cargo Insured
FAIRBAIRN & RENOUD
211-16th Paso Robles 674
If no answer call Paso Robles 780

GROWERS TRANSFER CO Dolliver...Pismo Bch-153
Nite Call.....Pismo Bch-65
Or (Toll) Call "Operator" for.....Aroyo Grnde-97

JONES CHARLES
LIVESTOCK HAULING
GENERAL TRUCKING
& MOVING
LOCAL & LONG DISTANCE
1110 Olive.....Pso Robls-1332-W

KUHL WM M JR
TRANSPORT
AND
GENERAL HAULING
CARGO FULLY INSURED
RADIAL COMMON CARRIER
607-22d.....Pso Robls-935-J
If no answer call.....Pso Robls-469

PAC FREIGHT LINES 393 Marsh.Sn Luis Obspo-1370
Sandercock Transfer Co 737 Marsh Sn Luis Obspo-19
Sanford J W 220 Cherry.....Aroyo Grnde-92-J
SILVA MANUEL A
Contract Hauling
Local & Long Distance
667 Howard.....Sn Luis Obspo-930
Vetter Trucking Serv Rosario.....Atascadero-31
Willhoit A H Hwy.....Templtn-23-W

Trucks–Motor

BORIACK JOHN STUDEBAKER AGCY
Studebaker Motor Trucks
874 Monterey.....Sn Luis Obspo-1469
CHEVROLET MOTOR TRUCKS—
NICHOLS SID CHEVROLET
1305 Spring.....Pso Robls-786

G M C TRUCKS—
KIMBALL MOTOR SERVICE
286 Higuera.....Sn Luis Obspo-261
TUNISON BASIL A 1501 Spring... Pso Robls-14

INTERNATIONAL MOTOR TRUCKS—
BORIACK BILL NASH AGENCY
1005 Monterey.....Sn Luis Obspo-836
MANN R W BOB 1139-13th.....Pso Robls-666
Night Call.....Pso Robls-734-J
International Motor Trucks 1139-13th..Pso Robls-666

MACK TRUCKS—
McGREGOR MOTORS CO
1255Monterey. Sn Luis Obspo-542

Nichols Sid Chevrolet 1305 Spring.....Pso Robls-786
ROUTZAHN MOTOR CO
Repairs All Makes Trucks & Cars
636Higuera.....Sn Luis Obspo-1470

Trucks–Motor, Painting
See Automobile Painting

A thoughtful party-line user answers her telephone bell promptly . . . places her own calls accurately, so that they do not have to be placed again . . . does not monopolize the telephone at the inconvenience of others . . . teaches children, too, the little telephone kindnesses . . . and when her telephone is not in use, sees that it is hung up.

THE
TYPEWRITER SHOP
AUTHORIZED DEALER FOR
L. C. SMITH
CORONA
TYPEWRITERS
ADDING
MACHINES
FILES - SAFES
DESKS - CHAIRS
ETC.

Rebuilts - Rentals - Repairs
ALL MAKES OF PORTABLES
1014 Court San Luis Obispo 127

R. G. WALKER
Telephone
San Luis Obispo 835
Authorized Sales & Service

Remington Typewriters
Remington Adding, Calculating &
Bookkeeping Machines
Ribbons & Carbon
Duplicators & Supplies
Office Equipment & Supplies
TYPEWRITERS
Rebuilts - Rental - Repairs on All Makes
785 Marsh

REPAIR
IT

If the refrigerator, vacuum cleaner, sewing machine, washing machine or radio in your home isn't working properly, call a repair man now. You're sure to find one nearby if you—

LOOK IN THE
Classified
TELEPHONE
SECTION

Trucks–Motor, Parts

Nichols Sid Chevrolet 1305 Spring....Pso Robls-786
Standard Auto Parts 1085Higuera.Sn Luis Obspo-1200

UNIVERSAL AUTO PARTS CO
QUALITY - SERVICE - PARTS
For
ALL CARS, TRUCKS AND TRACTORS
Continuous Service
969 Monterey.....Sn Luis Obspo-1418
If no answer call....Sn Luis Obspo-1891-J
Or .....Sn Luis Obspo-849-J

Trucks–Motor, Repairing

CHEVROLET AUTHORIZED SERVICE—
NICHOLS SID CHEVROLET
1305 Spring.....Pso Robls-786

Trucks–Motor, Towing

See Automobile Towing

Trust Companies

See Banks; also Title Companies

Turco Chemical Compounds

Look on "C" pages under "Cleaning Compounds"

Typewriters

HILL'S STATIONERY
UNDERWOOD TYPEWRITERS
& SUNDSTRAND AGENT
SERVICE & REPAIRS
All Makes
1127 Chorro.....Sn Luis Obspo-1403

TYPEWRITER SHOP THE 1014 Court. Sn Luis Obspo-127
(See Advertisement This Page)
WALKER R G 785 Marsh.....Sn Luis Obspo-835
(See Advertisement This Page)

Typing–See Stenographers–Public

U S Tires

Look on "T" pages under "Tires–Dealers"

Undertakers–See Funeral Directors

Uniform Supply Service

See Linen Supply Service

&
Incidentally

Prompt answering of a telephone's ring is thoughtful, courteous—and good business.

THE PACIFIC TELEPHONE
AND TELEGRAPH COMPANY

Uniforms–Retail

HARBEN ARMY SUPPLY 1221 Spring.Pso Robls-452
LENZNER'S 627-12th.....Pso Robls-761
MAC'S ARMY SUPPLY STORE
1334 Spring.....Pso Robls-620
(See Advertisement This Page)
UNIFORM SUPPLY COMPANY
1316 Spring.Pso Robls-938
(See Advertisement This Page)

Unions–Labor–See Labor Organizations

Unit Heat–See Furnaces

United States Government Offices

See Alphabetical Directory Under
"U S Government"

Upholsterers

Montano Jos 1608 Broad.....Sn Luis Obspo-2801
PASO ROBLES AWNING CO
707 Spring.Pso Robls-646
SAN LUIS STERILIZATION & MATTRESS CO
See Our Adv Under Mattresses
Buchon & High.....Sn Luis Obspo-405
Spinning Wheel Upholstery
1150 Peach.....Sn Luis Obspo-1250-W
WHITAKER'S FURNITURE
766Higuera.Sn Luis Obspo-1006

Upholstery Cleaners

Mastercraft Electric Store
321 Snta Barbara Av.Sn Luis Obspo-1338

Vacuum Cleaners–Dealers

FARMER'S HARDWARE & EQUIP CO
Apex-Cadillac
581 Higuera.....Sn Luis Obspo-852
Hamilton J E 718 Higuera.....Sn Luis Obspo-49
HI-HO RADIO & APPLIANCE SALES & SERV
1438 Spring.....Pso Robls-983
McCREERY'S JEWELRY & APPLIANCE STORE
Premier Vacuum Cleaners
Repairs On All Makes
420-5th.....Morro Bay-2291
MODERNE THE
Royal-Premier-Regina
685 Higuera.....Sn Luis Obspo-826
SINGER KNIT & ART SHOP
718 Higuera.....Sn Luis Obspo-49
ZEGAR FURNITURE STORE
See Our Adv Under Furniture
840 Monterey.....Sn Luis Obspo-85

Vacuum Cleaners–Repairing

Bud's Appliance & Motor Service
1348 Railroad.....Pso Robls-1535

Variety Stores

Marsalek's Variety 116 Branch....Aroyo Grnde-98-J
Moon's Variety Store 415-5th.....Morro Bay-2791

Vending Machines

Porter F P 1273 Foothill.....Sn Luis Obspo-2511-W
TRI-COUNTY NOVELTY CO
675 Higuera.....Sn Luis Obspo-703
After 5 AM Sun Or Holidays
Call.....Sn Luis Obspo-2934

Books, ash trays, ornaments can keep your telephone "off the hook". In that case it's "busy" to anyone who calls. Please keep objects from under your telephone.

UNIFORM
SUPPLY CO.

MILITARY
OUTFITTERS
for
OFFICERS
and
ENLISTED MEN

• DOUGLAS SHOES
• LUGGAGE
• GIFTS

INSIGNIAS
and ACCESSORIES
1316 Spring (Hotel Taylor)
Phone
PASO ROBLES 938

UNIFORMS

IN LARGE
SELECTION
for
OFFICERS
and
ENLISTED MEN

★ INSIGNIA
★ ACCESSORIES
★ LUGGAGE
★ NOVELTIES

MAC'S
ARMY SUPPLY STORE
Paso Robles 620
1334 SPRING

VENETIAN BLINDS
Made to Order
INSTALLATIONS
CLEANING
PAINTING
RE-ROPING - RE-TAPING
VENETIAN BLIND
Service
L. W. Edmonds
38th & Spring
Paso Robles 707

McCAPES
VETERINARY HOSPITAL
DR. A. M. McCAPES

Complete
Diagnostic Service
Hospital Facilities
for
Large and Small Animals
Boarding Kennels
Phone San Luis Obispo 166
If no answer call 2707
Morro Bay Road
Across from Radio Tower

SHOP IN THE YELLOW PAGES
Whenever you want information about an article, a service or a certain business
LOOK IN THE
Classified
TELEPHONE SECTION

Venetian Blinds–Renovating

Venetian Blind Service 38th & Spring . . Pso Robls-707

Venetian Blinds–Retail

AMBASSADOR VENETIANS

THE FINEST
THAT
MONEY
CAN BUY

"WHERE TO BUY THEM"

PASO ROBLES
Western Cabinet Works 1000Park . . Pso Robls-289

SAN LUIS OBISPO
Southern Pacific Milling Co
Santa Barbara Av . . . . . Sn Luis Obspo-2200

VENETIAN BLIND SERVICE
38th & Spring . . . . . Pso Robls-707
(See Advertisement This Page)

Ventilating Contractors

See Contractors–Heating & Ventilating

Veterinarians

McCapes Veterinary Hospital Morro.SnLuis Obspo-166
Pulling Fred Jr 99 N Hwy Atascadero-382
Reedy J E 836-19th . . . . . Pso Robls-546

Veterinary Hospitals

McCapes Veterinary Hospital Morro.SnLuis Obspo-166
(See Advertisement This Page)

Wall Board

BUILDERS MARKET 1115-13th . . . . . Pso Robls-277

Wall Coverings

See Specific Kinds, i.e., Wall Paper; Linoleum Headings

Wall Paper

ACME QUALITY PAINT & WALL PAPER STORE
862 Monterey Sn Luis Obspo-1397
San Luis Wall Paper & Paint Store
685Higuera . Sn Luis Obspo-1072-R

Warehouses–Private

Hearst Warehouses Sn Simeon Cambria-28-Y-5

Warehouses–Public

COAST COUNTIES WAREHOUSES
157Higuera . Sn Luis Obspo-2678
FARMER'S ALLIANCE BUSINESS ASSOCIATION
945RiversideAv . Pso Robls-115
Southern Pacific Milling Co
Oceano . Aroyo Grnde-68-F-2
Southern Pacific Milling Co Pine . . . . . Pso Robls-433
Southern Pacific Milling Co . . . . . S Margrita-4
Southern Pacific Milling Co Templtn-1

Western Electric Company and the Bell Telephone Laboratories' developments of the vacuum tube for telephone amplification have laid much of the foundations for radio and electronic improvements in use today.

Washing Machines–Dealers

BEACH RADIO & APPLIANCE SHOP
Norge Washing Machines
427 Cypress . . . . . Pismo Bch-111

BENDIX AUTOMATIC HOME LAUNDRY

The one-and-only BENDIX washes, rinses and damp-dries your clothes — all automatically. To see a demonstration phone one of the Dealers listed below.

"WHERE TO BUY IT"

Beach Radio & Appliance Shop
427 Cypress . . . . . Pismo Bch-111
Derby's Electric Shop 827-13th . . . . . Pso Robls-91
WALKER'S CENTRAL HOME SUPPLY
112 W Branch . . . . . Aroyo Grnde-122

Brisco Hardware 857 Monterey . . . . . Sn Luis Obspo-41
Burt & Burt Cambria-66

EASY WASHING MACHINES—
LONG E E PIANO CO
777 Marsh . . . . . Sn Luis Obspo-506

Farmer's Hardware & Equip Co
581 Higuera . . . . . Sn Luis Obspo-852
(See Advertisement This Page)
GRIMES & EDWARDS FEED CO
138 Traffic . . . . . Aroyo Grnde-200-W
HEATON R C CO 803-13th . . . . . Pso Robls-29
HI-HO RADIO & APPLIANCE SALES & SERV
1438 Spring . . . . . Pso Robls-983
Home Appliance Company
745 Higuera . . . . . Sn Luis Obspo-609
(See Advertisement This Page)

HOUSE OF APPLIANCES
Authorized Dealer For
ABC - SPEEDQUEEN
CROSLEY AUTOMATIC
BLACKSTONE
WASHING MACHINES
AND IRONERS
2748 Spring . . . . . Pso Robls-1304

MAYTAG WASHING MACHINES—
HOME APPLIANCE COMPANY
Sales & Service
745 Higuera . . . . . Sn Luis Obspo-609
LONG E E PIANO CO
777 Marsh . . . . . Sn Luis Obspo-506

(Continued Next Page)

Keep the Classified Telephone Directory handy; it can save you time and effort.

REPAIR SERVICE
When one of the many household articles gets out of order, you will find a repair service quickly and easily when you
LOOK IN THE
Classified
TELEPHONE SECTION

AUTHORIZED
Maytag
Washing Machine
AND IRONER
Sales and Service

Automatic Type Washer
Automatic Clothes Drier
Both Gas & Electric
Repairing on All Makes
Rolls & Parts for All Makes
Gas & Electric Water Heaters
Call San Luis Obispo 609
HOME APPLIANCE CO.
745 Higuera Street

THE MODERNE
Sales & Service
LAUNDERALL
AUTOMATIC
HOME LAUNDRY
HORTON & SPEED QUEEN
WASHERS & IRONERS
Call
SAN LUIS OBISPO
826

685 Higuera Street

WASHING MACHINES
Authorized Sales & Service
APEX
AUTOMATIC
NAXON
Ranges - Hardware
Electric Appliances
FARMER'S HARDWARE & EQUIP. CO.
581 Higuera St. San Luis Obispo 852

KENMORE WASHING MACHINES

COLDSPOT REFRIGERATORS
KENMORE VACUUMS SILVERTONE RADIOS
Shop at Sears and Save
Sears Roebuck & Co.
879 HIGUERA STREET San Luis Obispo 760

WASHING MACHINE REPAIRS
EXPERT SERVICE ON ALL MAKES
Call
Paso Robles 220
HIBBARD & HIBBARD
Appliance Repairs 1233 Spring, Paso Robles

Washing Machines–Dealers–(Cont'd)

McCREERY'S JEWELRY & APPLIANCE STORE
A B C Washers & Ironers
Repairs On All Makes
420-5th ..... Morro Bay-2291
Moderne The 685 Higuera ..... Sn Luis Obspo-826
(See Advertisement Preceding Page)

SEARS ROEBUCK & CO
879 Higuera ..... Sn Luis Obspo-760
(See Advertisement This Page)

WESTINGHOUSE WASHING MACHINES—
YOURS & MY FURNITURE STORE
1127 Broad ..... Sn Luis Obspo-942

WILCOX LOU
General Electric Washers
729-12th ..... Pso Robls-1507

ZEGAR FURNITURE STORE
See Our Adv Under Furniture
840 Monterey ..... Sn Luis Obspo-85

Washing Machines–Repairing

BUD'S APPLIANCE & MOTOR SERVICE
1348 Railroad ..... Pso Robls-1535
Hibbard & Hibbard 1233 Spring ..... Pso Robls-220
(See Advertisement This Page)

LONG E E PIANO CO
777 Marsh ..... Sn Luis Obspo-506

McCLURE'S REPAIR SERVICE
2145 Broad ..... Sn Luis Obspo-2221
Robinson Ernie Maytag Agcy
Garden Farms ..... S Margrita-2-J-14

Watches–Repairing

BROWN CLARENCE 862 Higuera. Sn Luis Obspo-1312
Mann A R Hwy Cambria-71

When the Need is
URGENT

You want to know these things about the concern you call: Hours of service, location, delivery, promptness of service, equipment, quality of service, reliability, years in business. Concerns mention these points in their advertisements in the Yellow Pages.

Look in the
Classified
TELEPHONE SECTION

Enjoy
ARROWHEAD Spring Water
A sparkling, crystal clear mountain spring in your home

Phone
San Luis Obispo 11

PURITAS

Drink
PURITAS *distilled* Water
California's *purest* drinking water—*ozonized* for *extra purity!*

Phone
San Luis Obispo 11

WHY SOME TELEPHONES REPORT *busy!*

Conversation finished but receiver left "off the hook" —forgotten.

Books, ash trays, ornaments can keep it "off the hook" too.

For full use of your telephone, please keep your instrument "hung up," ready for service.

CRYSTAL *Springs* WATER CO.

PURE DRINKING WATER
Tasty - Healthful
BOTTLED FRESH DAILY

Phone
SAN LUIS OBISPO
965

COOLERS LOANED

Service to:
Paso Robles
Atascadero
Pismo Beach
Lompoc
San Luis Obispo
Morro Bay
Arroyo Grande
Guadalupe
Bulleton

CRYSTAL SPRINGS WATER CO.
YOAKUM TRACT SAN LUIS OBISPO

Water Companies–Bottled

ARROWHEAD & PURITAS WATER INC
1028 Chorro . Sn Luis Obspo-11
(See Advertisement Preceding Page)
CRYSTAL SPRINGS WATER CO
Yoakum Tr Sn Luis Obspo-965
(See Advertisement Preceding Page)
FORTINI LOUIS C
Kelso Water
S Hwy . . . . . Pso Robls-19-F-11

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Atascadero Mutual Water Co Highway . Atascadero-60
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Dolliver . Pismo Bch-133
Fay Water Co Port Sn Luis . . . . Sn Luis Obspo-1-R-12

Water Coolers & Fountains

CRYSTAL SPRINGS WATER CO
Yoakum Tr . Sn Luis Obspo-965

Water Heaters–Dealers

FARMER'S HARDWARE & EQUIP CO
U S & Coleman-Pioneer Brand
Gas & Oil Water Heaters
581 Higuera . . . . . Sn Luis Obspo-852
Long E E Piano Co 777 Marsh . . . . Sn Luis Obspo-506
Mack's Plumbing Shop 907-12th . . . Pso Robls-1329-W
Moderne The 685 Higuera . . . . . Sn Luis Obspo-826
(See Advertisement This Page)
SAN LUIS BUTANE DISTRS
Day & Night And Mission Water Heaters
Ensenada Av Atascadero-151
SMEE'S PLUMBING & HEATING SHOP
1302 Osos . Sn Luis Obspo-766
Wilcox Lou 729-12th . . . . . Pso Robls-1507

WATER HEATERS
Sales & Service
FOWLER
ELECTRIC WATER HEATERS
20 YRS. GUARANTEE
WE SELL
GAS - ELECTRIC & OIL
WATER HEATERS
DUO-THERM OIL BURNING
WATER HEATER
Made for Ranch & Farm Where No Electricity Available
THE MODERNE
685 Higuera Street — Call San Luis Obispo 826

Emergency!

An emergency arises—you need help quickly! Physician, hospital, ambulance, taxi or plumber! The quickest way of finding whom to call is to—

LOOK IN THE
Classified
TELEPHONE SECTION

Water Softening Equipment

CLAY ERNEST L
WATER CONDITIONERS
PERMUTIT & STOVER
WATER CONDITIONERS
FOR HOME & INDUSTRY
Call Us For Your Water Problems
River Rd Atascadero-259-M

KEENE'S BOILER & HEATING SERVICE
WATER SOFTENERS
For
HOME AND FACTORY
SALES & SERVICE
3045 Park . . . . . Pso Robls-655-J

Water Well Boring & Drilling

Bence H W . . . . . Pso Robls-29-F-3
Tomasini A E
See Our Adv Under Pumps
1922 Johnson . . . . . Sn Luis Obspo-1424

Weed Exterminating–See Exterminating

Weighers–Public

Hitchcock A B 1221 Vine . . . . . Pso Robls-206-R

Welding

LOVE F M
Electric & Acetylene Welding
Portable Welding Equipment
1243 Monterey . . . . . Sn Luis Obspo-1199
Moore Geo H State Hwy Atascadero-52
Parker E R Boiler Works
514 Higuera . Sn Luis Obspo-2056
San Luis Welding Works
Ward Munger
960 Nipomo . . . . . Sn Luis Obspo-1098
THOMPSON'S WELDING SERVICE
102 Branch . . . . . Arroyo Grnde-8-R
(See Advertisement This Page)
Wood H A
Portable Equipment
1207-13th . . . . . Pso Robls-99-M

For best results with your telephone—please make sure of the number (if in doubt, consult the Telephone Directory); then speak with lips close to the mouthpiece, using your natural tone of voice.

WELDING
We Go Anywhere Any Time
ELECTRIC & ACETYLENE

FARM MACHINERY
REPAIRING
or Made to Order
LATHE AND
MACHINE-WORK
Pipe Lines Installed
Call
ARROYO GRANDE 8-R
Residence Phone Arroyo Grande 67-J
Thompson Welding Serice
102 BRANCH STREET

Wheel Aligning & Repairing

See Automobile Wheel, Axle & Frame Repairing

Whist Clubs–See Clubs

Wicker Furniture–See Furniture Headings

Window Shades–Retail

WALKER'S CENTRAL HOME SUPPLY
112 W Branch . . . . . Aroyo Grnde-122

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See Millwork; also Building Materials

Wines–Retail

EL CAMINO LIQUOR STORE
960 Monterey Sn Luis Obspo-1821
Frank's Liquor Store 1019Chorro . Sn Luis Obspo-1022
Osos Liquor Store 1601 Osos . . . . . Sn Luis Obspo-42
Pergola Liquor Store 978 Morro . . Sn Luis Obspo-755
Waldorf Cafe 975 Osos . . . . . Sn Luis Obspo-1002

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FORTINI LOUIS C
Dardanella Wines
S Hwy . . . . . Pso Robls-19-F-11
JUILLARD INC 228 Snta Barbara . Sn Luis Obspo-1248
PETRI WINES—
FORTINI LOUIS C SHighway . . Pso Robls-19-F-11

Wire Rope

Philpott George M Co 1160 Bryant San Francisco
(Toll) Call "Operator" for Hemlock-5475

Women's Wearing Apparel–Retail

ANITA FROCKS 758Higuera . . . . Sn Luis Obspo-2794
BILLIE'S TOY & BABY SHOP
856 Monterey . . . . . Sn Luis Obspo-2628-W
Chambers Dress Shop 1214 Park . . . . . Pso Robls-74
CHRISTINE'S 787Higuera . . . . . Sn Luis Obspo-504

DOKO'S VARIETY STORE
Complete
VARIETY STORE
Women & Children's
Wearing Apparel
Price & Pismo . . . . . Pismo Bch-51

Harding Dorotha M Dress Shop
636Price . Pismo Bch-324
Kipper's 853 Higuera . . . . . Sn Luis Obspo-207

LACTERMAN'S
Where You Will Find Nationally Advertised
COATS - SUITS - DRESSES
FURS & ACCESSORIES
POPULAR PRICES
"Where Fit Is Always Guaranteed"
728Higuera . . . . . Sn Luis Obspo-1285

MOTZ STYLE SHOP
Margaret McNeil-Prop
856Higuera . . . . . Sn Luis Obspo-1054
QUALITY DRESS SHOP Highway . . . Atascadero-244
Ru-Mae Shoppe
Mary Hammack Smith-Prop
1123 Chorro . . . . . Sn Luis Obspo-1718
Smith Leonore M 126Branch . . . . . Aroyo Grnde-9
Vogue The 1233 Park . . . . . Pso Robls-70

Wood

Elisarraraas T Encino . . . . . S Margrita-5-W
Ferguson Ernest Cayucos-43
WEBSTER JACK
Wood That Burns
Grand . . . . . Aroyo Grnde-261-F-2

Wrecking–Automobile

See Automobile Wreckers

Yarn–Retail

Hamilton J E 718 Higuera . . . . . Sn Luis Obspo-49
Singer Knit & Art Shop
Expert Knitting Instruction
718 Higuera . . . . . Sn Luis Obspo-49

Yeast

FLEISCHMANN'S YEAST—
STANDARD BRANDS INC
879 Morro . . . . . Sn Luis Obspo-2223
Standard Brands Inc 879 Morro . . Sn Luis Obspo-2223

Zenith Radionic Hearing Aid

Look on "H" pages under
"Hearing Aids"

Would you like a separate business listing under your own name in the Telephone Directory? Does anyone in your business or home wish a personal listing? The charge for extra listings is small, the convenience often great.

A handy man for any job--

The Yellow Pages tell you where to reach him quickly—plumber—carpenter—dry cleaner—paperhanger—and hundreds of other workmen, stores and services.

BELL SYSTEM

"Hello, Mom! It's Me!"

Of all the Long Distance calls that go over our lines these days, none brings more joy than—"Hello, Mom! It's me!"

So please do everything you can to keep the wires clear for returning service men, and for those in camps, especially from 7 to 10 each night.

CALIFORNIA TELEPHONE DIRECTORIES

WHITE PAGES

LOCALITY: San Luis Obispo County (except San Luis Obispo City), Adelaida, Arroyo Grande, Atascadero, Avila, Avila Wharf, Cambria, Camp Roberts, Camp San Luis Obispo, Cayucos, Circle M Ranch No.2, Hacienda, Morro Bay, Nipomo, Oceano, Pacific Valley, Parkfield, Paso Robles, Pismo Beach, Port San Luis Wharf, Salmon Creek, San Miguel, San Simeon, Santa Margarita, Shandon, Shell Beach,Templeton, U.S. Lighthouse Station, Willow Springs Maintenance Camp

YEAR: February 1946

ALPHABETICAL TELEPHONE DIRECTORY

FOR SAN LUIS OBISPO COUNTY (Except San Luis Obispo City)

Please see page 3 of the Introductory Section for a complete list of the cities, towns, communities and toll stations included in this directory.

FEBRUARY 1946

ADELAIDA

(For Subscribers see Paso Robles)

ARROYO GRANDE

J. E. Gooding, Manager

BUSINESS TRANSACTIONS WITH TELEPHONE CO.

The Pac Telephone & Telegraph Co
Business Office 968 Monterey St San Luis Obispo
Ask Operator for.....Business Office
(No charge for calls to Business Office)

Payments in person and personal visits

The Pac Telephone & Telegraph Co.....Bridge St
Arroyo Grande

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Agnew Harold Mrs r Oceano.....231-F-15
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ATASCADERO

J. E. Gooding, Manager

BUSINESS TRANSACTIONS WITH TELEPHONE CO.

Telephone Calls, mail payments and correspondence

The Pac Telephone & Telegraph Co....717-14th St
Paso Robles
Ask Operator for....Business Office
(No charge for calls to Business Office)

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CIRCLE M RANCH No. 2

(Monterey County)

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MORRO BAY

J. E. Gooding, Manager

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Ackerman Chas r 348Laguna....4027
Acme Paint Store 468-5th....2281
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Barnes Jessie V r 648Bernardo....4526
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Biltoft Carl R r 795-4th....4656
Birkhead Dorothy E r 640-4th....3001
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San Miguel Interurban Telephone Co.

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Carr Ray F....6-F-31
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PISMO BEACH

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J. E. Gooding, Manager

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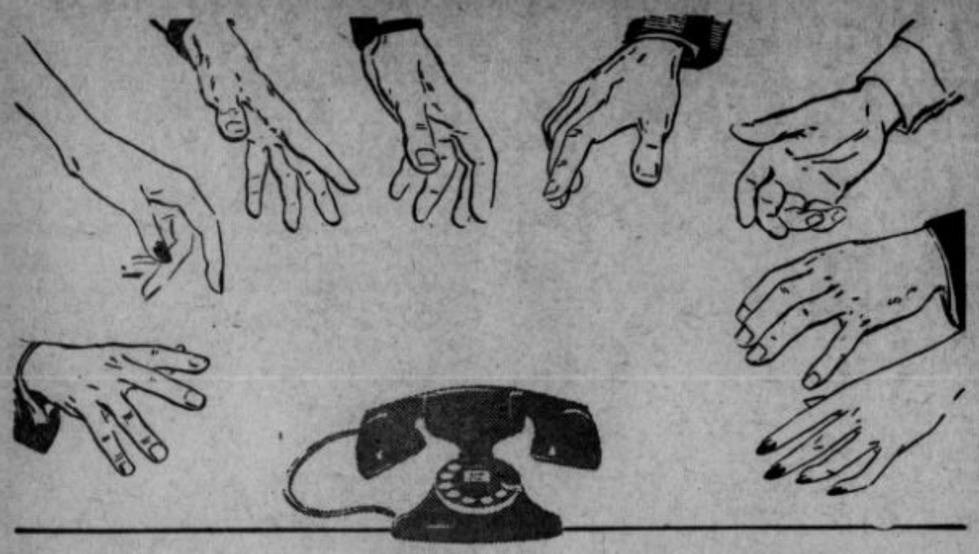
WILLOW SPRINGS MAINTENANCE CAMP

Calif. Div. of Highways, Agent — Call Long Distance

FOUR *Thoughtful* ITEMS
OF TELEPHONE PROCEDURE

1. Please answer promptly.
2. Please be on the line when the party you want answers.
3. Please speak distinctly and slowly, with the lips just clearing the transmitter.
4. Please replace the receiver gently when through talking.

THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY



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Every day, millions of hands reach for the telephone to use Long Distance. Most of those calls go through quickly.

But sometimes there's a crowd on certain lines. Then Long Distance will say, "Please limit your call to 5 minutes."

That helps everybody.

FRIENDLY TEAMWORK ON PARTY LINES

She answers her telephone bell promptly . . . places her own calls accurately, so that they do not have to be made again . . . does not monopolize the telephone at the inconvenience of others . . . teaches her children, too, the little telephone kindnesses . . . and when her telephone is not in use, sees that it is hung up.

Though the persons who share the party line with her have never met her face to face, they like her and are grateful to her. She is a thoughtful party line "neighbor."

"Hello, Mom! It's Me!"

Of all the Long Distance calls that go over our lines these days, none brings more joy than—"Hello, Mom! It's me!"

So please do everything you can to keep the wires clear for returning service men, and for those in camps, especially from 7 to 10 each night.

LONG DISTANCE REMINDERS

● When you avoid making an unnecessary Long Distance call between 7 and 10 at night, you help speed service for some service man trying to call home.

● When an extra heavy load on some circuits makes the Long Distance Operator ask you to "Please limit your call to 5 minutes"—and you cheerfully comply—you help share the wires with others.

BOTH SUGGESTIONS MEAN BETTER SERVICE FOR EVERYONE

Some Rates to Out-of-Town Points

NIGHT AND SUNDAY RATES APPLY FROM 6 P. M. TO 4:30 A. M. AND ALL DAY SUNDAY

RATES ARE FOR 3 MINUTES (on Station-To-Station Calls of 25 Cents or Less, 5 Minutes)

Federal Tax is not included in the Rates

From ATASCADERO to:	Station-to-Station		Person-to-Person	
	WEEK-DAYS	NIGHTS AND SUNDAY	WEEK-DAYS	NIGHTS AND SUNDAY
Arroyo Grande, Calif.	$ .25	$ .25	$ .30	$ .30
Bakersfield, Calif.	.60	.35	.75	.60
Bradley, Calif.	.25	.25	.30	.30
Cambria, Calif.	.25	.25	.30	.30
Cayucos, Calif.	.15	.15	.20	.20
Fresno, Calif.	.65	.35	.80	.60
Hanford, Calif.	.60	.35	.75	.60
Hollister, Calif.	.70	.35	.85	.65
King City, Calif.	.45	.35	.55	.50
Lompoc, Calif.	.45	.35	.55	.50
Los Alamos, Calif.	.45	.35	.55	.50
Los Angeles, Calif.	.90	.50	1.15	.75
Merced, Calif.	.80	.45	1.00	.70
Modesto, Calif.	.85	.45	1.05	.70
Monterey, Calif.	.70	.35	.85	.65
Morro Bay, Calif.	.15	.15	.20	.20
Nipomo, Calif.	.30	.30	.40	.40
Oakland, Calif.	.95	.55	1.25	.85
Oxnard, Calif.	.80	.45	1.00	.70
Palo Alto, Calif.	.90	.50	1.15	.75
Pasadena, Calif.	.95	.55	1.25	.85
Paso Robles, Calif.	.10	.10	.15	.15
Pismo Beach, Calif.	.25	.25	.30	.30
Porterville, Calif.	.70	.35	.85	.65
Sacramento, Calif.	1.05	.65	1.40	1.00
Salinas, Calif.	.65	.35	.80	.60
San Diego, Calif.	1.20	.75	1.60	1.15
San Francisco, Calif.	1.00	.60	1.35	.95
San Jose, Calif.	.85	.45	1.05	.70
San Luis Obispo, Calif.	.15	.15	.20	.20
San Mateo, Calif.	.95	.55	1.25	.85
Santa Barbara, Calif.	.65	.35	.80	.60
Santa Cruz, Calif.	.80	.45	1.00	.70
Santa Margarita, Calif.	.10	.10	.15	.15
Santa Maria, Calif.	.30	.30	.40	.40
Santa Rosa, Calif.	1.10	.70	1.45	1.05
Santa Ynez, Calif.	.50	.35	.60	.55
Selma, Calif.	.60	.35	.75	.60
Stockton, Calif.	.95	.55	1.25	.85
Templeton, Calif.	.05	.05	Not Quoted	
Ventura, Calif.	.75	.40	.90	.65
Visalia, Calif.	.65	.35	.80	.60
Watsonville, Calif.	.75	.40	.90	.65

From ARROYO GRANDE to:	Station-to-Station		Person-to-Person	
	WEEK-DAYS	NIGHTS AND SUNDAY	WEEK-DAYS	NIGHTS AND SUNDAY
Atascadero, Calif.	$ .25	$ .25	$ .30	$ .30
Bakersfield, Calif.	.65	.35	.80	.60
Bradley, Calif.	.40	.35	.50	.50
Cambria, Calif.	.35	.35	.45	.45
Cayucos, Calif.	.25	.25	.30	.30
Fresno, Calif.	.75	.40	.90	.65
Hanford, Calif.	.65	.35	.80	.60
Hollister, Calif.	.80	.45	1.00	.70
King City, Calif.	.55	.35	.65	.55
Lompoc, Calif.	.30	.30	.40	.40
Los Alamos, Calif.	.25	.25	.30	.30
Los Angeles, Calif.	.90	.50	1.15	.75
Merced, Calif.	.85	.45	1.05	.70
Modesto, Calif.	.90	.50	1.15	.75
Monterey, Calif.	.75	.40	.90	.65
Morro Bay, Calif.	.20	.20	.25	.25
Nipomo, Calif.	.10	.10	.15	.15
Oakland, Calif.	1.00	.60	1.35	.95
Oxnard, Calif.	.70	.35	.85	.65
Palo Alto, Calif.	.95	.55	1.25	.85
Pasadena, Calif.	.90	.50	1.15	.75
Paso Robles, Calif.	.30	.30	.40	.40
Pismo Beach, Calif.	.05	.05	Not Quoted	
Porterville, Calif.	.75	.40	.90	.65
Sacramento, Calif.	1.10	.70	1.45	1.05
Salinas, Calif.	.75	.40	.90	.65
San Diego, Calif.	1.15	.75	1.55	1.15
San Francisco, Calif.	1.00	.60	1.35	.95
San Jose, Calif.	.90	.50	1.15	.75
San Luis Obispo, Calif.	.10	.10	.15	.15
San Mateo, Calif.	1.00	.60	1.35	.95
Santa Barbara, Calif.	.55	.35	.65	.55
Santa Cruz, Calif.	.85	.45	1.05	.70
Santa Margarita, Calif.	.15	.15	.20	.20
Santa Maria, Calif.	.15	.15	.20	.20
Santa Rosa, Calif.	1.15	.75	1.55	1.15
Santa Ynez, Calif.	.35	.35	.45	.45
Selma, Calif.	.70	.35	.85	.65
Stockton, Calif.	1.00	.60	1.35	.95
Templeton, Calif.	.25	.25	.30	.30
Ventura, Calif.	.65	.35	.80	.60
Visalia, Calif.	.75	.40	.90	.65
Watsonville, Calif.	.85	.45	1.05	.70

See also Inside Front Cover for rates from SAN LUIS OBISPO and PASO ROBLES.

THE PACIFIC TELEPHONE & TELEGRAPH CO.
BELL SYSTEM
AMERICAN TELEPHONE & TELEGRAPH CO.

CALIFORNIA TELEPHONE DIRECTORIES

WHITE PAGES

LOCALITY: San Luis Obispo

YEAR: February 1947

SAN LUIS OBISPO COUNTY

TELEPHONE DIRECTORY

FEBRUARY 1947

THE PACIFIC TELEPHONE and TELEGRAPH COMPANY

SEE INTRODUCTORY SECTION FOR EMERGENCY CALLS, AND OTHER IMPORTANT MATTERS

OUT-OF-TOWN CALLS

STATION-TO-STATION CALLS
—When you will talk with anyone who answers at an individual line or party-line telephone or private switchboard.

Station-To-Station Calls are placed by calling Long Distance or dialing Operator and telling the operator who answers the city or town you want, the out-of-town telephone number, if you have it, or the name and address under which it is listed.

PERSON-TO-PERSON CALLS
—When you want to reach a particular person, or a particular extension telephone or department connected through a private switchboard.

Person-To-Person Calls are placed by calling Long Distance or dialing Operator and telling the Operator who answers the city or town, the out-of-town telephone number, if you have it, or the name and address under which it is listed, and the name of the person, the extension telephone number or department you want.

COLLECT CALLS
Upon request, the charges on calls to most points within the Continental United States, and to certain overseas points, may be collected at the called station.

Some Rates to Out-of-Town Points

NIGHT AND SUNDAY RATES APPLY FROM 6 P. M. TO 4:30 A. M. AND ALL DAY SUNDAY

RATES ARE FOR 3 MINUTES (on Station-To-Station Calls of 25 Cents or Less, 5 Minutes)

Federal Tax is not included in the Rates

From SAN LUIS OBISPO to:	Station-to-Station		Person-to-Person	
	WEEK-DAYS	NIGHTS AND SUNDAY	WEEK-DAYS	NIGHTS AND SUNDAY
Arroyo Grande, Calif.	$ .10	$ .10	$ .15	$ .15
Atascadero, Calif.	.15	.15	.20	.20
Bakersfield, Calif.	.65	.35	.80	.60
Bradley, Calif.	.35	.35	.45	.45
Cambria, Calif.	.25	.25	.30	.30
Cayucos, Calif.	.20	.20	.25	.25
Fresno, Calif.	.70	.35	.85	.65
Hanford, Calif.	.65	.35	.80	.60
Hollister, Calif.	.75	.40	.90	.65
King City, Calif.	.50	.35	.60	.55
Los Alamos, Calif.	.35	.35	.45	.45
Los Angeles, Calif.	.90	.50	1.15	.75
Merced, Calif.	.85	.45	1.05	.70
Modesto, Calif.	.90	.50	1.15	.75
Monterey, Calif.	.75	.40	.90	.65
Morro Bay, Calif.	.10	.10	.15	.15
Mountain View, Calif.	.90	.50	1.15	.75
Nipomo, Calif.	.20	.20	.25	.25
Oakland, Calif.	1.00	.60	1.35	.95
Oxnard, Calif.	.75	.40	.90	.65
Palo Alto, Calif.	.95	.55	1.25	.85
Pasadena, Calif.	.90	.50	1.15	.75
Paso Robles, Calif.	.20	.20	.25	.25
Pismo Beach, Calif.	.10	.10	.15	.15
Porterville, Calif.	.75	.40	.90	.65
Sacramento, Calif.	1.10	.70	1.45	1.05
Salinas, Calif.	.70	.35	.85	.65
San Diego, Calif.	1.20	.75	1.60	1.15
San Francisco, Calif.	1.00	.60	1.35	.95
San Jose, Calif.	.90	.50	1.15	.75
San Mateo, Calif.	.95	.55	1.25	.85
Santa Barbara, Calif.	.60	.35	.75	.60
Santa Cruz, Calif.	.85	.45	1.05	.70
Santa Margarita, Calif.	.10	.10	.15	.15
Santa Maria, Calif.	.25	.25	.30	.30
Santa Rosa, Calif.	1.15	.75	1.55	1.15
Santa Ynez, Calif.	.40	.35	.50	.50
Selma, Calif.	.70	.35	.85	.65
Stockton, Calif.	.95	.55	1.25	.85
Templeton, Calif.	.20	.20	.25	.25
Ventura, Calif.	.70	.35	.85	.65
Visalia, Calif.	.70	.35	.85	.65
Watsonville, Calif.	.80	.45	1.00	.70

From PASO ROBLES to:	Station-to-Station		Person-to-Person	
	WEEK-DAYS	NIGHTS AND SUNDAY	WEEK-DAYS	NIGHTS AND SUNDAY
Arroyo Grande, Calif.	$ .30	$ .30	$ .40	$ .40
Atascadero, Calif.	.10	.10	.15	.15
Bakersfield, Calif.	.65	.35	.80	.60
Bradley, Calif.	.15	.15	.20	.20
Cambria, Calif.	.20	.20	.25	.25
Cayucos, Calif.	.15	.15	.20	.20
Fresno, Calif.	.60	.35	.75	.60
Hanford, Calif.	.55	.35	.65	.55
Hollister, Calif.	.65	.35	.80	.60
King City, Calif.	.35	.35	.45	.45
Los Alamos, Calif.	.50	.35	.60	.55
Los Angeles, Calif.	.95	.55	1.25	.85
Merced, Calif.	.75	.40	.90	.65
Modesto, Calif.	.80	.45	1.00	.70
Monterey, Calif.	.65	.35	.80	.60
Morro Bay, Calif.	.20	.20	.25	.25
Mountain View, Calif.	.85	.45	1.05	.70
Nipomo, Calif.	.40	.35	.50	.50
Oakland, Calif.	.95	.55	1.25	.85
Oxnard, Calif.	.85	.45	1.05	.70
Palo Alto, Calif.	.85	.45	1.05	.70
Pasadena, Calif.	.95	.55	1.25	.85
Pismo Beach, Calif.	.30	.30	.40	.40
Porterville, Calif.	.65	.35	.80	.60
Sacramento, Calif.	1.05	.65	1.40	1.00
Salinas, Calif.	.60	.35	.75	.60
San Diego, Calif.	1.20	.75	1.60	1.15
San Francisco, Calif.	.95	.55	1.25	.85
San Jose, Calif.	.80	.45	1.00	.70
San Luis Obispo, Calif.	.20	.20	.25	.25
San Mateo, Calif.	.90	.50	1.15	.75
Santa Barbara, Calif.	.70	.35	.85	.65
Santa Cruz, Calif.	.75	.40	.90	.65
Santa Margarita, Calif.	.15	.15	.20	.20
Santa Maria, Calif.	.40	.35	.50	.50
Santa Rosa, Calif.	1.05	.65	1.40	1.00
Santa Ynez, Calif.	.55	.35	.65	.55
Selma, Calif.	.60	.35	.75	.60
Stockton, Calif.	.90	.50	1.15	.75
Templeton, Calif.	.05	.05	Not Quoted	
Ventura, Calif.	.80	.45	1.00	.70
Visalia, Calif.	.60	.35	.75	.60
Watsonville, Calif.	.70	.35	.85	.65

San Luis Obispo County Telephone Directory

FEBRUARY 1947 ISSUE

Copyright, 1947, by The Pacific Telephone and Telegraph Company

Listings of subscribers in the Cities, Towns and Communities shown on page 3 are included in this directory.

EMERGENCY CALLS

Please determine the Fire and Police Departments which serve you.
Space is provided below for you to write in your own Emergency numbers.

FIRE CALLS

If you are served by:	*Place Call to*
Arroyo Grande Fire Dept.	Arroyo Grande 75
Atascadero Fire Dept.	Atascadero 56
Cambria Fire House	Cambria 83
Paso Robles Fire Dept.	Paso Robles 20
San Luis Obispo Fire Dept.	San Luis Obispo 5

POLICE CALLS

If you are served by:	*Place Call to*
Arroyo Grande Police Dept.	Arroyo Grande 75
Paso Robles Police Dept.	Paso Robles 10
Pismo Beach Police Dept.	Pismo Beach 14
San Luis Obispo County Sheriff's Office	Atascadero 12 Morro Bay 2631 San Luis Obispo 2850
San Luis Obispo Police Dept.	San Luis Obispo 31
Federal Bureau of Investigation	For the Telephone Number or Address Call "Information"

My FIRE Call No._____ **My POLICE Call No.**_____

Or You May Call or Dial Operator
and ask for the proper Fire or Police Department such as "Paso Robles Fire Dept.", "Sheriff's Office," etc., and an attempt will be made to connect you with the required number.

The above list has been arranged from the best information obtainable; the Company does not, however, guarantee it to be complete, or in all cases correct.

SERVICE AND OUT-OF-TOWN CALLS

	From NON-DIAL Telephones ASK FOR	From DIAL Telephones DIAL
INFORMATION (For numbers not in this directory)	"Information"	Operator and ask for "Information"
REPAIR SERVICE (To report a telephone out of order)	"Repair Service"	Operator and ask for "Repair Service"
ASSISTANCE ON CALLS	"Supervisor"	Operator
BUSINESS TRANSACTIONS (Orders for Telephone Service, Payments, etc.)	"Business Office"	Operator and ask for "Business Office"
CALLS TO OUT-OF-TOWN POINTS	"Long Distance"	Operator
TIME OF DAY (The charge for "Time of Day" is the same as the charge at your regular rate for any other local call.)	"Time"	Operator and ask for "Time"

PERSONAL TELEPHONE LIST

NAME	TELEPHONE NUMBER

When exchanging for a New Directory, PLEASE TEAR OUT THIS PAGE, verify the numbers and transcribe to New Directory.

DIALING

LOCAL CALLS

1. Obtain the correct number from the latest issue of the telephone directory. If the listing is not found, please call "INFORMATION".
2. Do not dial out-of-town numbers.
3. Listen for the dial tone, then dial the digits of the number.
4. If your dial contains both letters and numerals, be careful not to confuse the red figure "0" with the black letter "O" or the red figure "1" with the black letter "I".
5. Remove finger and let the dial return freely after each digit is dialed.
6. If a mistake in dialing has been made, replace the receiver and after waiting a few seconds, lift the receiver and when you hear the dial tone, dial the complete number again.
7. If, while dialing, another party has come on the line, replace the receiver for a moment and dial the number again; otherwise a wrong number may result. If, before you start to dial, you hear the dialing of another party, announce the interruption, replace the receiver and make your call later.

PUBLIC TELEPHONES

Instructions are posted on or near telephone instruments. Please report any service difficulties or coin collection error to the operator. A charge will not be made on calls which are not completed.

TONES AND SIGNALS

DIAL TONE—A continuous hum, the signal to start dialing.

RINGING SIGNAL—A "burring" tone repeated at regular intervals.

BUSY SIGNAL—A steady "buzz-buzz" tone.

TO CALL ANOTHER TELEPHONE ON YOUR PARTY-LINE

To ascertain the telephone number of a party on your line call or dial "REPAIR SERVICE".

MORRO BAY—To call another party on the same line, dial the code "9", followed by the last digit of your number and then the last digit of the called number and replace the receiver. Your telephone bell will ring. When ringing stops begin conversation. If no answer is received after a reasonable period, stop the ringing by momentarily lifting the receiver.

NIPOMO—To call another party on your line, dial the listed number of the desired party. As soon as the dialing is completed and you hear the busy tone, replace the receiver. Your telephone will ring. When ringing stops, remove receiver and begin conversation. If no answer is received after a reasonable period, stop the ringing by momentarily lifting the receiver.

DIRECTORY FACTS

COPIES OF THIS DIRECTORY

Use of an out-of-date directory interferes with good telephone service, as each new issue contains many changes in numbers and listings.

Simply as a matter of good service, the Telephone Company retains ownership of telephone directories.

ERRORS

Every effort is made to make the directory as accurate as possible.

The Company, however, assumes no liability for damages arising from errors or omissions in the making up or printing of its directories.

DIRECTORIES OF OTHER CITIES

Telephone directories of other cities may be consulted at our Business Office.

If you desire any copies, they may be obtained at an additional service charge by arrangement with the Business Office.

OTHER MATTERS

IDENTIFICATION OF EMPLOYEES

Employees of the Company are supplied with identification cards. If you doubt the right of a person to represent himself as an employee of this Company, please call the Business Office.

MAR -3 1947

RATES

Rates and practices included in this directory are based upon those in effect at the time this directory was closed for printing and are subject to such changes as may be made from time to time.

©CIA A 46318

ATTACHMENTS TO TELEPHONES

In the interest of good service, please do not use any devices on telephone equipment except those furnished by the Company. The devices claimed by agents to eliminate noise, to destroy germs, etc., are usually detrimental and interfere with good service.

OTHER SERVICES

ARCHITECTS' AND BUILDERS' SERVICE

A free advisory service on advance planning of telephone service arrangements in new homes and other building construction is available to architects, owners and builders. Extensive and costly alterations after the completion of the building are frequently avoided through proper advance planning for telephone outlets. Call the Telephone Company Business Office and ask for "Architects' and Builders' Service".

ASSISTANCE TO FARMER LINE OWNERS

Telephone Company experts are ready to help farmers who own and maintain their own telephone lines in solving their telephone problems. Advice is available without charge to those desiring assistance in improving and extending farm telephone service in a particular locality. Call the manager at your nearest telephone Business Office for advice.

MOTION PICTURE FILM SUBJECTS

The Telephone Company maintains a film library of sound motion pictures on telephone subjects suitable for showing before clubs, lodges, schools and other groups. Arrangements for showings may be made by calling your local business Office.

COMMUNITIES INCLUDED IN THIS DIRECTORY

Adelaida
Arroyo Grande
Atascadero
Avila
Avila Wharf
Cambria
Camp Roberts
Camp San Luis Obispo
Cayucos
Circle M Ranch No. 2
Hacienda
Morro Bay
Nipomo
Oceano
Pacific Valley
Parkfield
Paso Robles
Pismo Beach
Port San Luis Wharf
Salmon Creek
San Luis Obispo
San Miguel
San Simeon
Santa Margarita
Shandon
Shell Beach
Templeton
U. S. Lighthouse Station
Willow Springs Maintenance Camp

PERSONAL TELEPHONE LIST

NAME	TELEPHONE NUMBER

When exchanging for a New Directory, PLEASE TEAR OUT THIS PAGE, verify the numbers and transcribe to New Directory.

SAN LUIS OBISPO
ALPHABETICAL TELEPHONE DIRECTORY

FEBRUARY 1947

J. E. Gooding, Manager

A

Abad Ted r 176 Brook....2609-J
Abaretti's Floor Service 1520 Carmel....1971-W
Abbott Laura r 1110Buchon....748-W
Abel K J r 842 Rougeot....1758
Abell Alma r 529 Sandercock....1266-W
Ables Roy A r 101 Hwy....10-J-11
Abutas Nicasio V r French Rd....2227-M
Acme Quality Paint & Wall Paper Store
862 Monterey....1397
Acosta Mike r French Rd....2955-W
Adams Francis L r 729 South....2381-J
Adams H B r 567 Mitchell Dr....2397-J
Adams Harold r 274Buchon....1557-W
Adams Helen r 964 Chorro....2992
Adams Lloyd E r 970 Snta Rosa....1689-W
Adams Oil Co Pismo Rd....417
Adams Thos E r 1320 Nipomo....1040-W
Adams Thornton G r 1133 Palm....2097
Adams Truman E r 1504 Palm....2962-W
Adams W E r 1202Buchon....925-M
Adkisson J M r 1057 Buchon....2296-J
Adler Chas J r Broad&IslayRd....1572-M
Adler Frank r 1721 Johnson....586-W
Adler Sam J r 1317 Palm....172
Adler Wholesale Co 1301 Carmel....260
Agar Wm r AdrianceCourt....2871-J
Agee George Jr r 907 Sandercock....1333-R
Agee Sylvia B r 907 Sandercock....1333-R
Agricultural Conservation Assn 1530Monterey....1378
Airport of San Luis Obispo County Edna Rd....2977
Alarid B J r Yoakum Tract....2641-W
Albert A r 1536Morro....432
Albert Harry Jr r 311 Grand....1018-M
Alberti A r Los Osos Rd....12-F-21
Alberti Estee r Osos Rd....22-F-3
Alberti Henry r Osos Rd....22-F-12
Alberti Norman r Osos Rd....12-F-5
Alberti Plinio J r Edna Rd....13-F-3
Albrecht A G r Hays....1739-J
Alderman Eva J r 1050 Pismo....695-J
Alderman W E r Foothill Blvd....107-W
Allen Carl S r Foothill Blvd....1342-R
Allen Doris r 1711 Broad....642
Allen Geo L r 856 Upham....1017
Allen J H r 1604Monterey....1300-R
Allen Mitchell W Shadow Arts Studio 1026 Chorro....431
Residence 710 Ida....1842-W
Allen S H r Morro Rd....19-R-1
Allen Starlin r 525Caudill....1554-J
Allison R H r 567 Marsh....1167-W
Allison Valaire r 1352Pismo....2376-W
Al's Brake Service 1175Monterey....2234
If no answer call....2206
Alves Jos r Castle Motor Inn....838-W
Alviso M T Mrs r 2009 Broad....1027-W
Amapola Club 861Palm....1975
American News Company 783 Marsh....2199
Amer Refrigerating Co 241Pismo....428
Amsel R phy & surg 1114 Marsh....710
If no answer call....2990
Amsel R r 1956 McCollum....2990
Andersen's Ready to Serve Frozen Foods
166 Higuera....149-W
Anderson Barber Shop 953 Monterey....1216
Anderson Carmel Mrs r 1792 Conejo Dr....1695-W
Anderson E C r 785 Johnson Av....2498-W
Anderson E J r 1028 Islay....571-M
Anderson Ernest r 1640Higuera....662-W
Anderson F G r 1345 Broad....247-R
Anderson Gus r Murray Av....474-J
Anderson H B r 1438 Nipomo....142-W
Anderson Harry D r 546 Mitchell Dr....746-J
Anderson Hotel Monterey....902
Anderson Hotel Beauty Salon 963Monterey....964
Anderson Hotel News Stand Anderson Hotel....225-W
Anderson Howard R r Crandall Wy....2519-W
Anderson J K r 1135 Snta Rosa....783-M
Anderson J L r 532 Dana....1375
Anderson J M r 2302 SBroad....1645-W
Anderson J Q Mrs r Edna Rd....6-F-3
Anderson John A r 1641Garden....2460
Anderson L W r 1958 Fixlini....954-M
Anderson Lester L r 880Pacific....1873-R
Anderson Lucy r 76 Grand Av....1622-R
Anderson M E r 447 Pismo....169-W
Anderson Merritt F r 2030 Broad....2633-J
Anderson R E Bob rl est 2056 Chorro....2803-M
Anderson R K r 1060 Church....137-J
Anderson Vera r 1519 Toro....1346-J
Anderson Walter Mrs r 781 Ida....678
Andre Geo L r 1704 Broad....2006-W
Andre J J r 415 Dana....306-M
Andre Joseph r 862 Islay....467-J
Andrews Don r 1833 Loomis....1227-R
Andrews E L r 1239Mill....1612-M
Andrews Geo H r 1930 Monterey....366-W
Andrews Hotel 901 Osos....317
Dining Room 901 Osos....317
Andrez Edw M r 1340-2d....1220-J
Angellini Jas r 970 Mill....2746-M
Angeloni Jos E r 1110 Peach....2242-W
Angeloni P J r 547Marsh....1167-J
Anholm Chris r 486 Lincoln Av....224-W
Anholm Einar r 265 Chorro....2629-W
Anholm Geo r 235 Chorro....538-W
Anholm George John r 669 Left....2949-R
Anita Frocks 758 Higuera....2794
Annabelle Smoke Shop 190Higuera....1927
Anziani Ceaser r 1003 Buchon....296-R
Appleton Robert E r 1171 Pismo....2005-J
Aquilana Marci r FrenchRd....2374-R
Arbini Frank r 926 Branch....2081
Archer Hugh J r 652 Morro....2395-R
Arizona Cafe 562Higuera....1184
Armstrong C L r 575 Islay....529-J
Armstrong J W r 756 Toro....2226-J
Armstrong James r 1906 Chorro....2893-W
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Hardison E Mrs r 981 Buchon....1828-W
Harmon G E Mrs r 1011½ Islay....2042
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Harp Hazel Ruby r 972 Buchon....1945-W
Harrell Wayne r Avila....16-J-12
Harrington C J r 642 Emily....1287
Harrington Edw F r 1530 Beach....2204-W
Harrington Frank r Osos Rd....12-F-2
Harrington J F r 1204 Marsh....476-J
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Harris Earl E r 1267 Murray Av....374
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Harris Frances K Mrs r 868 Islay....2821-W
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Harris Richard F atty Court House....1683
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Hart A r 1335 Morro....83-M
Hart Alan S r 1750 Corralitos....1716
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Hart W N r 1628 Monterey....1769-R
Hartley Jos R r 767 Monterey....125
Haskins Harry E r 1508 Mill....280-J
Hathaway Edwin L r 580 Islay....535-W
Hathaway Robt L r Edna Rd....819-M
Hathaway W J r 1253 Pismo....762-W
Hathway Anita M r 3d....1989-W
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Hathway H C r 1346 1st....1664-W
Hathway Murray C sheriff Court House....2850
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Hawkins Bernard S r 864 Venable....1704-J
Hawkins W R r 1716 Osos....2358-W
Hawks Roy r 1520 Higuera....1796-W
Hayes John r 622 Brizzolara....2591-W
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Hecker Fred W r 1278-2d....2121
Hedrick J D r 1535 Nipomo....1669-M
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Heim Harry r 781 Marsh....1144
Heisel Hans r 1353 Pacific....882-W
Hemen Jack r 220 Beebee....556-R
Hemstreet Harris r 537 Brizzolara....306-W
Hemstreet John P Dennis Transfer 1824 Nipomo....355
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Henderson Beverly r 468 Leff....2387-J
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Henderson L W r Los Osos Rd....2436-J
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Hensey G E r 943A Murray....2732-J
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Hernandez Mike r Arroyo Grande Crk Rd....17-F-3
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Herrera Abraham r 1043 Walnut....2225-R
Herrera Baldo r 1565 Peach....905-W
Herrera Manuel Y r 1360 Monterey....420-W
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Hershberger W P r Cuesta Grade....12-R-1
Hessler Geo r 493 Leff....2463-W
Hewitt Elsie r 288 Chorro....2034-R
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Heyd L R r 614 Monterey....1605-W
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Hickenbottom J Earle r 1461 Palm....2448
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Hildenbrand Amelia Mrs r 504 Hathway....1281-J
Hildenbrand M A r 552 Leff....1425-M
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Hill B J r 172 Orange Dr....1118-W
Hill Clara O r 871 Islay....646-W
Hill Dorothy M r 870 Mill....2728-J
Hill Earl J r 1269 Peach....1727
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Hill Frank W r Monterey Heights....2382-W
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Hill Jennie E Mrs r 1445 Broad....460
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Hillard Gene r 902 Peach....1226-M
Hilliard Roy L r 2487 Johnson Av....818-W
Hillis Candy Creamery 785 Higuera....483
Hillis Leslie r 279 Branch....1479-J
Hillman Jack r 274 Chorro....2628-R
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Hiltel Theodore r 959 Murray Av....281-W
Hindman Paul V r 1005 Islay....2267-W
Hines W D r 1150 Peach....1250-W
Hines Wm F Jr r 1521 Beach....2276-M
Hiniker Ernest r 1835 Johnson Av....2353-W
Hinkle C W r 191 Beebee....1094-R
Hinote W B r 558 Chorro....2527-M
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Hischier T A r 670 Woodbridge....2239-J
Hitch Howard r 1174 Ella....395-W
Hitchcock Henry r 1227 Chorro....2420-J
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Hoerntlein Jack r 348 Lincoln....95
Hoey Mabel E r 1723 Garden....2655-M
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Hogan John P r 411 Branch....1658-J
Holanik Geo V r 745 Buchon....2800-W
Holcomb J B r 497 Islay....1743-J
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Hoover Elmer F r 1837 Johnson....2820
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Hosang Mary A r 784 Buchon....2894-W
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Howle's Auto Court 652 Morro....2297-J
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Hubbard S A Mrs r 483 Pacific....2537-J
Hudgens G F r 795 Church....2889-R
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Hudspith J G r 603Henderson....604-M
Huffman H G r 303High....454-R
Huffman T J r 2320Lawton....2332-M
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Irene's Beauty Salon 1129Chorro....810
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Isola George A r 777 Chorro....120-R
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Jackson Night Clubs Pismo Hwy....10-J-2
Jackson Paul K Mrs r 790 Islay....822
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Jackson Walter E r 1820Broad....2103-W
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James Henry P Mrs r 523 Sandercock....1774-J
James J C r 961 Snta Rosa....650-W
Jann Earl L r 671 Toro....781-W
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Jarnagin W R r 362Buchon....2431-W
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Johnson Jessie R r 1406 Morro....1815-R
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Johnson Mark Mrs r Avila Rd....17-R-3
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Johnson N R Mrs r 2221 Broad....1643-R
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Johnson Pete r Yoakum Tr....289-W
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Jones John Edw r 669 Lawrence Dr....657-W
Jones Laura C r 1232Monterey....877-J
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Jones Virginia R Mrs r 227 Price....1398-R
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Kastning Nora Mrs r CaliforniaBlvd....780-J
Kathka Clarence E Mrs r 671 Pacific....1811
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Keller Emma Miss r 582 Brizzolara....669-W
Keller Frank M r 654 Church....1491-M
Keller J W r OsosRd....2233-R
Kelley C C r 1507Beach....1885-J
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Kershaw G E r 451 Mitchell Dr....721
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Ketchie Jas r 535 Mitchell Dr....2402-R
Ketchum Ernest H r 870 Meinecke Av....1747-W
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Kidd Pete r 888 Church....1729-R
Kiel Howard r 640Leff....1258-J
Kiger H S r 2141 Broad....2793
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Kilburn Marie Fechet Mrs r 265 Kentucky Av....462-R
Kimball Charles r Foothill Blvd....1164-M
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King Arthur E r 866Leff....2293-W
King Bob r 661 Caudill....2704-M
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King H E r 1670 Phillips Ln....1374-M
King Lester r 91 N Broad....1302
King Patricia Mrs r 1190Pismo....2722-J
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Knott Chas E r 1418 Essex....842-M
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Krapf Edwin Rev Methodist Church 884 Pacific....2364-W
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Lawson Benny r 669 Chorro....459-W
Lawson John D r 396 Lincoln Av....939-J
Leach Richard r 281 Hathway....1785-R
Leary Joseph r 2000 Garden....1021
Lebo John R r 425Branch....1658-R
Lebo John R r 783 Pismo....1759-J
Leboun John r 1514 Toro....1260
Lecuyer Ted r 1405 Marsh....1067-W
Ledbetter C Lt Col r 287 Chorro....2576-R
Ledson W A Mrs r 1119Palm....1631
Lee Agnes M r 570 Pacific....360-J
Lee Cyril D r 1335 Broad....1726-M
Lee Harold B r 674 Leff....461-R
Lee Sue L r 1421 Garden....2894-J
Lefler Harold C r 2265 Broad....2378-R
Le Gette Everett r 557Marsh....1427
Leguina S r 547 Higuera....531-W
Leguina Santy r 559 Islay....2569-J
Lehman H G r 1268 Frederick....2087
Lehnhoff Wm r 396 Marsh....921
Leidig's Market 447Higuera....491-W
Leitcher F W r 2319 Broad....1459-R
Leitner Mae r 1154 Islay....2030
Leland Edna Mrs r 765 Center....170
Leland Geo N r 865Morro....2651-W
Lemucchi Joe r 2250 Lawton Ay....846-J
Lengel Violet RN r 1220 Osos....573
Lenger L L r 585 Leff....2145-W
Lenihan D J r 974 Islay....1692-R
Leonard A M Mrs r 1950 Murray Av....2176-W
Leonard J E r 1000 South....2291-W
Lepley Frank L r 657 Mitchell Dr....1190-J
Leslie M W r 876Upham....923-M
Leslie R M r 2044 Fixlini....1521-W
Les's Grocery 1901Broad....2938
Lessi C L New York Life Ins Co 1137 Chorro....632
Lessi C L r 1054 Church....1186-M
Leutz W A r 446Hathway....2362-J
Leverenz Carl B r 1324-2nd....2133-W
Levers Howard J r Santa Fe Rd....7-J-3
Levy A & Zentner J Co 303 Higuera....1381
Lewelling Chas R r 672 Snta Rosa....347-R
Lewelling Ernest B r 210 Lincoln....1352-R
Lewelling John r 1140Fig....1241-M
Lewetzow D R r 1447Beach....1091-J
Lewin Bernhard rl est 792 Monterey....325
Lewin Bernhard r 657Pismo....682-J
Lewin M & Son ins 792 Monterey....325
Lewin N S r 1368 Higuera....275-W
Lewis Albert J r 1134 Montalban....2752-J
Lewis George R r 860 Pacific....970
Lewis J S r 389 Pismo....2431-J
Lewis N R r 421 Dana....1535
Lewis R A r Morro....13-R-3
Lewis Simon S r 1028 Palm....643-W
Lewis Vance D r Foothill Blvd....184-R
Libbey Mildred I r 1563 Fairview....2538-J
Libby Edw r Foothill Blvd....2469-W
Liberty Cleaners 727 Marsh....2290
Liebenguth Edith r 744 Higuera....1012-W
Lilley A M Mrs r 474 Marsh....387-W
Lilyman Grace A r 1142 Leff....1218-M
Lima Kenneth r 560Higuera....1495-W
Lima Mary E Mrs r 1359 Palm....2016
Limon Regino r 1200 Bushnell Av....2188
Lind Geo E r 764Mission....2588-W
Lind John r 48 Benton Wy....1849-W
Lindblom Robt A r 523 Hathway Av....2567-R
Lindesmith Ellen r 1121 Upham....2677-R
Lindley Dean C r 990 Peach....229-R
Line Herbert r 534 Hathway....2561-W
Linebarger E W r 874 Church....589-W
Linneman Carl F r 640Kentucky....2288-M
Lipscomb J G r 549 Buchon....969-M
Litchfield Geo r 419 Branch....2969-W
Litchfield's Market 695 Higuera....2193
Little Gertrude G r 667Monterey....1280-R
Little Shoppe The 999 Higuera....1939-J
Littlejohn David r Orcutt Rd....739
Loesche Edw C r 229High....1224-M
Loftin A E r 1367 Higuera....824-M
Logan Lulu Mrs r 1578 Palm....2336-J
Logan Victoria r 1558 Palm....1347-J
Lohrberg A r 753 Alexander Av....1812
Lonborg R H r 566 Ellen Wy....2561-J
Long C M r 1670 Monterey....689
Long E E r 1341 Osos....473-M
Long E E Piano Co 777 Marsh....506
Long Irvine S r 525 Branch....2814-J
Long W C r 525Higuera....948
Long Walter H r 525Higuera....2025-M
Longfellow E V Mrs r 1801 Broad....1491-R
Loomis Chas Mrs r 183 Chorro....1663
Loomis E C & Son 147 High....1080
Loper&Anderson Higuera&Nipomo....123
Loper H S r 1432Higuera....1417
Lopes E J r LosOsosRd....1-F-21
Lopes Geo A r 1224Carmel....1085-J
Lopes Manuel V r Edna Rd....4-J-2
Lopes Ranch Edna....15-J-1
Lopez Adolph S r 1313Murray....2577-J
Lopez Edgar r 1136Walnut....2726-M
Lopez Fortino r 1247 Murray....1754-J
Lopez Ivan r 585 Dana....340-W
Lopez Joe r 834 Sandercock....1886-M
Lopez Manuel r 1320 Buchon....578-J
Lopez Minnie r 738 Higuera....749-M
Lopez W E r 101 Highway....17-R-2
Loretz Walter Rev Lutheran Church 867Pacific....2602
Loring Homer D Hotel Park 1815 Osos....792
Los Osos School OsosRd....1-F-13
Loucks Lola r 1043 Marsh....1275-R
Loughlin W H Mrs r 1728 Broad....2284-W
Louis Howard r 800 Palm....592-J
Louis Photo Studio 1017 Chorro....371
Louis Walter r 460Pacific....1228
Louran Lena Mrs r 873Church....589-J
Love F M r 1353 Higuera....1871
Loveall Ben F dentist 774 Marsh....880
Residence 1845 Monterey....884
Lovegreen E A r 211Price....2825-M
Loveland Carl H r 859 Marsh....2330-J
Lovell E B r 868 Upham....953-J
Lovell J R r 1946 Chorro....701-J
Lowe Edw D r 2501Broad....1753-R
Lowe F W r 1119 Montalban....1640-R
Lowe Rose Marie r 313 Branch....2062-J
Lowe S J r Reservoir Canyon Rd....1635
Loyd V V r 1202Pismo....159-J
Lucas James r 356 Pacific....1137-M
Lucas John r 261 South....2250-J
Lucas Mary r 261 South....2250-W
Luchessa Ed r 1660 Mill....1725-J
Luchessa V r 969 Toro....384-R
Lucksinger Fred r 1259A Palm....928-J
Lucksinger O F r Foothill Blvd....1172-J
Ludwick Vern r 1269 Frederick....1760-J
Luini John r 2546 Victoria....1165
Luis John G r 1968Chorro....1246-W
Lumsdon John William r 1042 Pacific....351
Lund Flossie r 1819Johnson....2806
Lund Johnny 993 Monterey....2849-W
Lusardi S J r 1665 Higuera....1388-J
Luster C C r 1724 Osos....2724
Lutheran Church 867Pacific....2602
Luttropp Eric r 457Pismo....2347
Lyman Albert E r 1015 Buchon....140-W
Lynch C B r 983Palm....1522-W
Lyon Ray B SLO County of Superior Judge Court House..2040
Residence 234 Foothill Blvd....456

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Mabee Charlotte B r 868 Chorro....2031-J
MacCafferty E L r 1152 Marsh....499
MacDonald Harry F Carpenter H H Estate of 981 Monterey 46
Mace Rebe Mrs r Ramona....605-M
Macha Fred C r 2344 Lawton....1136-W
Macha K A r 261 Sandercock....2605-W
Machado Tony r 172 High....2053-W
Machinist Union Local 1166 186 Stenner....1792
Maciel Dorothy RN r 1225Mill....2273-W

MacKay's Modern Foods 1135Garden....1444
Mackey Jas r 750 Montain Vw....1489-J
Mackie Alfred r Pismo Hwy....1042-J
MacPherson Mary E r 781 Marsh....1448-W
Macrae Lester OK Rubber Welders 1185 Monterey....2619-R
Macrae Lester r Foothill Blvd....2035-W
Macrae & Randolph OK Rubber Welders 1185 Monterey....2619-R
Mac's Cafe Avila....1-R-2
Mac's Shop 780 Pacific....2299-W
Maddalena Clem r Atascadero Call "Long Distance" for....Atascadero 220-J
Maddalena Constante r Orcutt Rd....1596-J
Maddalena Tire Co Higuera&Osos....79
Madden R W General Petroleum of Calif 1099Marsh....2778
Madden R W r 1713 Garden....334-M
Maddock N L r 658Monterey....365
Madison Jack C Calif Western States Life Ins Co 864 Murray....2078
Madonna A contr 1028 Chorro....11
If no answer call....2805-J
Residence 759 Monterey....2090
Madonna Louis J r Orcutt&McMillanRd....5-J-21
Madonna Lumber Co 581 Higuera....99
Madruga C Mrs r Foothill Blvd....242-R
Madsen Edward r 1443 Upham....1251
Madsen Robert T r 1441 Upham....1536-M
Maes Harry C r 770 Snta Rosa....2445-W
Maggetti Jerry r Yoakum Tr....2553-J
Maggetti Jerry T r 1626 Osos....1637-M
Maggetti P L r 1264 Palm....775-J
Maha Elsa r 687 Islay....2396-W
Maher Edward J MD 784 Marsh....2412
Residence Sn Miguel Dr....2643
If no answer call....478
If no answer call....73
If no answer call....2827
Mahoney D F r 1303 Higuera....1154-W
Maier Charles R r 1411 Broad....2006-R
Main Eva L r 1042 Pacific....1121-W
Mainini A r Morro Rd....13-R-1
Mainini Alfred r 1817Broad....1104-J
Mainini Frank r 1127 Peach....481-R
Mainini H N r 1720 Broad....1156-J
Mainini Olympia r FrenchRd....2227-W
Mainini Pete r Vachell Ln....3-F-2
Maino C A 1118Garden....80
If no answer call....654
Maino C A r 994Murray....654
Maino Construction Co contrs 1041 Chorro....177
Maino James E r Pismo Hwy....10-R-1
Maino Sila M Mrs r 1043 Peach....922-W
Maino Theo C r 843 Rougeut....2998-W
Maino Theo M r 1424 Mill....679
Mairs R T r 848 Meinecke Av....106
Maldonado Mary Mrs r 1048 Fig....912-M
Mallagh A E Justice of Peace Court House....415
Residence 1656 Phillips Ln....1731-R
Mallagh Elk r 880 Upham....2893-M
Mallory Henry T grocer 1415 Beach....1273
Mallory Merle A r 708 Mission....1068-W
Malone Sumner r 1122½ Broad....2346-J
Manatt E T r 249 Sandercock....1473-W
Manderscheid Carl Jr r 1334Garden....1897-W
Manderscheid J Carl r 752 Buchon....1349-W
Maness Walter W r SantaFeRd....15-R-1
Mankin Ardath V r 1224 Buchon....687-J
Maples L C r 275 High....2855-R
Marcom W E r 1342 Breck....610-W
Marcum Walter W r 307Lawrence....896
Marek John r 421 Dana....2672-M
Margaroli Chas W Jr r 734Mission....1529-W
Margaroli E r 1130 Islay....2267-R
Margaroli James r 2315 Broad....975-W
Margaroli Lucille r 770 Morro....1704-W
Marinello Shop 796 Higuera....330-J
Marquart Harry E r 654 Mountain Vw....1141-J
Marquering A R Mrs r 1214B Mill....2498-J
Marre Gaspar O Mrs r Port Sn Luis....1-R-12
Marre Louis Fay Water Co Port Sn Luis....1-R-12
Marre Lugi Land & Cattle Co Port Sn Luis....1-R-3
Marshall Arthur P optmtrst 790Higuera....597
Marshall Arthur P Dr r 785 Buchon....237-J
Marshall Hotel 874 Higuera....400
Marshall I S r 244 Price....1687-J
Marshall Nancy F r 296 Higuera....342-J
Marshall Rubye G r 1420 Palm....1995-J
Marshall Rudolph r 1333 Carmel....738
Marshall Warde L D r 1038Palm....1943-W
Marshall's Jewelry Store 790Higuera....597
Marston Ena r 994 Peach....229-J
Martin A B dentist 997 Monterey....109
Residence 1680 Sn Luis Dr....1300-J
Martin A N r 555Hathway....1893-J
Martin Barney E r 461Marsh....497-R
Martin Burnard K r Osos Rd....21-F-13
Martin C L r 496 Pismo....868-W
Martin Celia Mrs r 1261Mill....1862-J
Martin Claude r 2246 Broad....1459-J
Martin E E r 1929 Chorro....1744-W
Martin Edw r 350 Islay....2663-R
Martin Ernest r 732 Kentucky....1878-J
Martin Eugene r 535 Higuera....531-M
Martin Frank r 1027 Nipomo....1115-J
Martin Harold r Avila....16-R-3
Martin J E r Henderson....2342-M
Martin J H r 1641 Osos....2821-M
Martin Jack r 771 Buchon....1445-J
Martin Jack r 588 Mitchell Dr....1599
Martin Joe W r 369Pacific....1973-J
Martin M S r Baywood....21-F-23
Martin Nadine R r 1348Monterey....1434-J
Martin Perry r Avila....2-J-1
Martin Robt E r 2025Chorro....1059-W
Martin Robt W r 961 Snta Rosa....2731-R
Martin Wm E r 1628 Chorro....1656-M
Martinelli S r 205 High....2646-R
Martines George r Avila....8-R-3
Martinez Frank D r 778Francis....2879-J
Martinez Pedro L r 2256 Broad....2378-J
Martinez Robt r WickendenBldg....974-W
Martins John Mrs r 906Fig....912-W
Martinsen M C r Foothill Blvd....2035-J
Martinson H R r 1011 Islay....1487-W
Martinson Ruth S r 1351 Mill....1862-R
Martinson Wm C r 1209 Peach....1270-M
Masdonati Lora r 1140 Upham....238-W
Masdonati Severino r 442 Buchon....1180-R
Masengill W T r 1182 Buchon....402
Masonic Hall Assn 859 Marsh....626-J
Massena Chas r 1262Buchon....2073-J
Master Brake Service 565 Higuera....525
Matejcek A J hardwd firs 161 Ward....272-W
Matejcek Max W r 664 Leff....203-R
Matheny Harvey S r 951 Swazey....1895-R
Mathews Edith r 145 Story....1465-M
Mathews Harold P r 1235 Monterey....1814-J
Mathews Lloyd L r 458½ Higuera....2861-M
Mathews Miles N r 535 Islay....2569-W
Mathews Monument Co 354 Higuera....1647-J
If no answer call....2861-M
Mathews' Trailer Court 274 Higuera....1392
Mathews W W r 320 Higuera....1647-J
Mathison W G r 434 Islay....1509-M
Mattocks Marie J r 1885 Monterey....267-W
Matts George r 449 Kentucky....474-R
Maughan Bros beer distrs 101Hwy....1413
Maughan W P Maughan Bros 101Hwy....1413
Maughmer M T r 960 Rachel....1764-M
Maxwell Jas F r 680Pacific....1040-J
Maxwell Margaret C r 832Meinecke....1166-W
Mayes Orville C r 1841 Morro....2664
Mayta L F r 960 SantaRosa....1138
Mazza Alfred r 1051½Buchon....1152-R
Mazza Antone r 1630 Fairview....586-J
Mazza D B 1241 Nipomo....336
Mazza P r 1207 High....1619-M
Mazza Plinio r 1462 Haskins....2769-J
McAlister A r 754 Higuera....629-J
McAnallen Harold L r Avila....9-J-11
McAnninch Lamar r 1734 Osos....1449
McArthur Jas C r 235Cypress....1266-J
McAuliffe Emma r 621 Hathway Av....645-R
McAuliffe Patricia B r 245 Cypress....263-J
McBee F H tools 1131Broad....2525

McBee F H r 1206Buchon....1705-J
McBride A H r 221 High....2494-M
McBride E L r Edna Rd....2437-M
McBride H H r 577 Dana....135
McBride Sheet Metal Works 1023Nipomo....337
McBride W R r 863 Palm....2745-M
McCann Jas J r 234 BeeBee....1096-W
McCann Tractor Service S Hwy....2398
McCapes A M McCapes Vetnrian Hosp Hwy 1....166
Residence 215 Hathway Av....2707
McCapes Veterinary Hospital Highway 1....166
McCarthy Elinor Mrs r 724 Ida....1633-W
McCarty Neil C r Calif Poly Campus....449-W
McChesney Leroy E Royal Oaks Dairy
Verde Canyon Rd....6-J-3
McClaran R W r Edna Rd....819-W
McClellan R E r 882 Grove....1618-W
McClintic Wm r 1120 Peach....2384-J
McClure J E Security Title Insurance&Guarantee Co 1119 Chorro..1015
Residence 1641Murray....2528
McClure Warren F r 507Caudill....2737-W
McClure's Repair Service 2145Broad....2221
McCombie H E Mrs r 1408Garden....1298
McCombie Laboratory 773Pismo....1298
If no answer call....1634
McConnel C E r 1120 Mill....996-J
McConnell Geo T r 227 King....2623-J
McCord J F r 1439 Peach....995-M
McCorkle C O r 1618 Hillcrest....1077-R
McCormick A R r 1490 Andrews....1695-M
McCormick John P Co fish PortSanLuisWharf....1-J-12
McCoskey L N r 1055 Peach....1166-J
McCoy B Douglas r Camp Sn Luis Obispo....19-R-3
McCray J A r YoakumTract....2899-W
McCullum Don r 1042 Walnut....2225-J
McCune Audrey r 1317½ Palm....458-M
McCurdy A W r 1426 Snta Rosa....1833
McDaniel Thurman Mrs r 23 Mt Pleasanton....2653-R
McDermott Marie P r 1052 Peach....1160-M
McDonald Harold W r 360 Hathway....2789-W
McDonald Jas M r 675 Toro....645-M
McDougal L E r 282 NBroad....1651-W
McDowell Lavona r 1020 Pismo....2126-R
McEntire Robert L r 1642Morro....2089-J
McEvoy Mervyn D r 1511 Morro....1282
McFadden S H r 922 Murray....1056-R
McFarland L E r Poly Campus....1279
McGary Ray r 1922 Broad....1886-J
McGee Ruth r 747 Leff....1793
McGovern A J r 824 Grove....2304
McGowan M A r 341 Hathway Av....1543-J
McGregor Motors Co 1255Monterey....542
McGuire E W r 153 Stenner....764-J
McGuire E W Jr r 1396-2d....1595-W
McGuire F V r 1265 Murray Av....2059
McHatton Russell G Mrs RN r 657Park....2102-W
McHenry Frank r 972 Church....1729-J
McIntire J H r 1330 Marsh....716-W
McIntire Leroy r 1071 Islay....2175-W
McIntyre Myrtle r 1151Leff....1109
McIntyre Wm H r 1437 Nipomo....2996-W
McKee R C r 1140 Upham....2444-M
McKeen Dollie Mrs r 1212 Garden....369-W
McKeen H L r 1526 Beach....1153-J
McKeen W H McKeen's Htchry Laurel Ln....1452-M
McKeen's Hatchery Laurel Ln....1452-M
McKenzie Edward O r 762 Higuera....799-R
McKie J M r 626 Sandercock....1574-W
McKinnon Norman M r 1339 Breck....1804-W
McKnight Ray R r 1215George....636
McLain Commercial Photography 1013Chorro....2247
McLaughlin E W r 343Marsh....1830-J
McLaughlin H L nrsry CuestaRd....12-R-2
McLaughlin M R r Hathway....329-W
McLean Eugene D r 1135Upham....2235-J
McLennan Hugh r 491 Hill....656-W
McLennan Wm E r 1228 Palm....1231-M
McLinn Gladys K Mrs r 736 Buchon....91-W
McMahan Furniture Co 855 Marsh....1573
McMahan L E r Orcutt....2695-J
McMahon Byron J r 462Chorro....2034-J
McMaster Everett r 729 South....2381-M
McMillan James Blois r Avila....8-F-5
McMillan Jean r Edna....6-F-4
McMillan M r 1225 Pismo....762-J
McMillan Peter r Orcutt Rd....10-F-4
McNamara F E r 1533 Osos....2004-J
McNamara John J r 676 Grove....1731-J
McNanna Virgil r 927Branch....2294-R
McNeil Margaret r 954 Pismo....1581-M
McPeak Emmie r MorroRd....1385
McPhail Barbara r 1259 Palm....2755-W
McPhee Julian A r Poly Campus....183
McQuillan Lawrence r 421 Sandercock....1398-M
McRae Alness r 1052 Islay....193-W
McRae L S r 1109 Pismo....1653
McWilliams E G Probation Officer CourtHouse....2040
If no answer call....Cayucos-45-M
Meacham V H r 656Kentucky....1150-M
Mead A Mrs r Foothill Blvd....2035-M
Mead Eugene A r Foothill Blvd....2580-J
Mead M Mrs r 1536 Broad....2647-W
Mead W A r Foothill Blvd....2580-J
Means R W r 2524 Broad....2762-R
Meck Oliver H P r 1336 Morro....1581-R
Medico-Dental Adjustment Bureau 981 Monterey....652
If no answer call....1882
Mee Heng Chop Suey Shop 815 Palm....1330
Meeds Frances Mrs r 45MtPleasanton....2833-J
Meily Wm r Calif Poly....2594-M
Meinecke E H r Mt Pleasanton Sq....1147-J
Meissner Althea L r Pismo....14-R-11
Meissner Katherine r Pismo Rd....14-J-12
Mele Georgina r 781 Marsh....1657-W
Melendy L S r 150Chorro....2323
Melim August M r 1043Marsh....2682-W
Melim John r 2021 Broad....588-W
Melim Richard J r 948 Sandercock....955-J
Melin Irene Mrs r 1131 Broad....1430
Melin Walter N r 699 Chorro....2576-J
Mello Joe M r Osos Rd....20-F-11
Mello Leonard E r 1020 Pismo....473-W
Melton Jas r 803 Walnut....1555-J
Mendoza Steve F r French Rd....17-R-1
Menor Geo r OrcuttRd....4-R-12
Mensch B S r 483 Mitchell Dr....2654
Mercantile Acceptance Co loans 994Monterey....994
Mercantile Acceptance Corp of Calif auto financ 994Monterey..994
Mercer Betty r 1341 Osos....957-W
Mercer Wm r 1354-1st....1715
Merchant D C r Edna Rd....2437-R
Meredith Carl r 1424 Monterey....1143-J
Merle Norman Cosmetics Studio 748Higuera....1477
Merson James F r Foothill Blvd....1213-J
Methodist Church 884 Pacific....2364-W
Metropolitan Life Ins Co 1042 Pismo....734
Metz Roy F r 1266 Monterey....1131-J
Metz Wm J r Snta Fe Rd....3-R-3
Metzler F H r 1822 Chorro....381-M
Meyer F D r 1817 Garden....733
Meyer Kate Mrs Chr Sci Pr 1318 Garden....215
Meyer O E San Luis Obispo Willys-Jeep 205Higuera....1202
Meyer O E r 1704 Broad....2006-W
Meyers Rodney C r 687 Islay....945-R
Michalojko Stephen S r Foothill Blvd....2469-J
Michot Alys r 1328 Osos....2189
Middlecamp Lionel H r Orcutt....13-F-5
Middleton Joseph G phys&surg 1130 Garden....51
Residence Ellen....81
If no answer call....1763
Midget Lunch 1029Morro....2540-J
Midway Hotel 997 Higuera....1991
Milburn Thrale H r 282 Chorro....459-M
Millard Clyde r 725 Grand Av....1174
Miller B W r Ramona Dr....1861-J
Miller Beryle r 1314 Palm....2943-M
Miller Charlotte Miss r 1144 Buchon....296-W
Miller D R r 1330 Mill....1664-M
Miller Earl W r 676 Mountain Vw....1141-W
Miller Floyd L r 148 N Broad....440-W
Miller J r 535 Sandecock....2623-R
Miller J C r 294Buchon....2326-W
Miller James r 590 Lawrence Dr....1259
Miller M Mabel r 1635 Chorro....1476-J
Miller Marvin W r 1168 Mill....2445-J

Miller Richard H r 1512 Morro....1159-M
Miller S T r 253Branch....226-W
Miller Wayland L Lt Col r Camp Sn Luis Obispo....19-J-2
Mills Cecil E r 2575 Lawton....2753
Mills Fanny r 530Marsh....2935-M
Mills Teresa Mrs r 1127 George....1409-W
Mills W H Mrs r 313 High....2855-M
Mills Walter W r 122 Villa....157-M
Millsaps Vester L r 468 Leff....2424-W
Miner Henry r 1259 Palm....2885-J
Mingins Roy r 191 Kentucky....2094
Minium C N r 631LawrenceDr....1805-M
Minoli Ernest Mrs r Edna Rd....2274-J
Minton Ben r 1310 Murray Av....732-W
Minville Rose r 1113Chorro....1433
Miossi Alfred r 1327Pacific....568-W
Miossi Alma r 1145Pismo....677-W
Miossi Ben E r Cuesta Rd....651-J
Miossi Gabriel r PismoRd....15-J-11
Miramon Eugene V r 729 South....2640-M
Mirko M r 721 Branch....708-W
Mission Cafe&Bar 699Higuera....863-W
Mission Florist 965Monterey....432
Mission Garage 1011 Chorro....388
Mission Hotel 865 Monterey....593-W
Mission Laundry 331 Pacific....1440
Mission Radio Co 882Monterey....2400
Mission School 682Palm....60
Mission Tailoring Service 863Monterey....496
Mission Taxi Co 987Monterey....2
Mission Trail Body & Paint Shop 910 High....201-R
Mission Wrecking & Salvage Co 553 Higuera....1608
Mitchell Agness M r 1103 Toro....270
Mitchell Cleo J r 1341½ Higuera....1007-M
Mitchell F W r 7 California Blvd....259-R
Mitchell K N r 465 Pacific....2007
Mitchell Katherine Mrs r 738 Higuera....2088
Mitchell Kenneth B r 576 Islay....1332-J
Mitchell Thomas A Rev r 1431 Nipomo....2775-W
Moan J V Commissary Co 729 South....2104
Mobley A S Title Insurance&Trust Co 777 Higuera....321
Mobley A S r 348Hathway....1230
Mocogni I J r 996 Mill....1994-R
Model Linen Supply 348 Higuera....1238
Modern Family Laundry 1313 Broad....304
Moderne The music 685Higuera....826
If no answer call....279
Moebus John F r Fremont Court....659
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Smith M J r 383 Toro....1221
Smith Mary Hammack r 656 Monterey....433-M
Smith Merritt B Mrs r 111 Story....588-J
Smith R M r 487 Chorro....2527-W
Smith Russell r 2014 Chorro....1246-M
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Smith Thomas L r 1802 Broad....860
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Smith Wm T pub steno 1151Murray....505
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Soto Barney r 1124 Nipomo....2999-M
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Soto Dolores r 427Mitchell....1518-J
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Sousa Alvin r 595 Leff....2162-W
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Sousa M A r 1510 Broad....696
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Sousa Thomas A r 1344 Palm....2442-R
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From Morro Bay Exchange only (No Inter-City Charge) Ask "Operator" for Entrprise-10206
Southern Pacific Co Railroad Av....2500
Southern Pacific Milling Co ofc Snta Barbara Av....2200
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Southwest Airways County Airport....2254
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Stevenson Ellen M Mrs r 978 Chorro....358-J
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Warden Robert D r Osos Rd....1-F-4
Warden Roy Mrs r 1720 Johnson Av....2834
Wardrobe The cleaning 1137 Garden....892
Warfield Amy E r 781 Marsh....369-J
Warnken Ruth A r 966Essex....2122
Warren A C r 1210 Carmel....497-J
Warren C J r 811 Branch....955-M
Warren H P r 338 Buchon....2638-M
Warren Roy P r 1135Walnut....2242-J
Warthen B E Simon Levi Co Ltd 904High....1894
Warthen B E r 1546 Chorro....1894
Washburn Lester E Mrs r 1760 Johnson Av....2670-W
Wasson J & M Co Vachell Ln....1506
Wasson John Wasson J&M Co Vachell Ln....1506
Wasson R J r 218 Rincon Dr....2599-J
Waterman Mildred r 466 Dana....413-W
Waters Fred M C W Palmer Mrtury 1263 Higuera....452
Waterstreet K H r 690 Islay....1874-J
Waterstreet Mildred r 974SntaRosa....148-M
Watson Fred r 1421Palm....2416
Watson Fred Cocktail Lounge 1011Higuera....2341
Watson J Edward r 858 Chorro....592-W
Watson Wm r 868Center....2240-J
Waymire Jack r 1387-2d....2888-M
Weant Carl A r See Canyon....18-J-11
Weatherbee W M r 1214Mill....1642-R
Weatherman Thos P r 2620Broad....2274-R
Weathers Rose r 136 Cypress....480-J
Weaver Glenn A r 1852 Fixlini....18-J-11
Webb Ed L r 1121 George....2483
Webb Martin B r 306 Beebee....871-R
Weber Norman r 1227 Buchon....1762
Webster Margaret M r 1027Murray....1723-J
Weddell Frank A r 1515 Beach....2656
Weddell W P r 845 High....1886-R
Wedge Chester E r 871Toro....2192
Wee Shop The 1117 Chorro....487
Weekes Besse V Rn r 1440 Upham....2353-M
Wegis W F r 655 Osos....2539-R
Weir C J r 2701 Story....2635
Weir George r 655 Islay....203-M
Weishar J A r 1755 Corralitos Av....1697-J
Weishar's City Pharmacy 858 Higuera....112
Welch Bros Cigar Factory 855 Monterey....20357-J
Weldin M E r 1029 Islay....1364-W
Welliver Jack r 1347 Palm....1133-R
Wells Chas E r 2316Johnson....90-J
Wells Ella W Mrs r 1115 Islay....692-R
Wells Frances R Mrs r 977Buchon....1584-R
Wells Jas T r 503 Mitchell Dr....607-W
Wells R G r 1729 Morro....1820-W
Welsh Lyda Mrs r 1320 Palm....2442-W
Welsh Madeline C r 884 N Broad....1355-M
Welsher Lena Mrs r 1238 Marsh....763-W
Werbel E W 1170 Marsh....478
If no answer call....73
If no answer call....2412
If no answer call....2827
If no answer call....2643
West Coast Photo&Novelty Co 1650Palm....2401
West Robt A r 1312 Snta Rosa....1204-R
Westbrook D H r Adriance Court....2612-W
Westbrook Earl D r 1195 George....1757-W
Westbrook Olga H r 747Monterey....1728-R
Western Auto Supply Co 951 Higuera....993
If no answer call....1143-R
Western Union Telegraph Co 979 Monterey
To send a telegram call....Western Union
For all other purposes call....1670
Westling Iva Mrs r 1012 Mill....1994-J
Wests House of Charm 1226 Osos....2092-J
Westside Auto Parts Co 1229 Monterey....908
Westwood Kate Mrs r 1156Upham....2474-R
Wherrit Raymond 2297 Johnson Av....943
Whitaker Ernest r 552 Higuera....1889-R
Whitaker Jess L r 1150 Grove....1049-J
Whitaker's Furniture 766Higuera....1006
White E F r 1556 Monterey....888-M
White Edw H r 1045Murray....2459-W
White George H r 1312 Broad....2799-W
White Jack r 865 Morro....443-W
White Reginald r 1144Marsh....742-M
Whiteman Stephen r 771Toro....936
Whitener W A r 524 Mitchell Dr....1892-J
Whiting Bobbie r 464 N Broad....1564-W
Whitmore Frank G Mrs r 671½ Toro....2874-R
Whitney Bert N r 673 Caudil....2597-R
Whitney Jeane r 1521 Osos....296-J
Whittlesey Dental Laboratory 793 Higuera....110
Wical Elvin A MD 1325Chorro....246
Wick Edna r 1305 Palm....148-R
Wickenden Eric C r 1780 Conejo....1461
Wickenden W C securtes 1035 Chorro....858
Wickenden W C r 738 Higuera....749-W
Wickenden's men's wear 837 Monterey....1511
Wickham Thos r Avila....2-J-3
Wide Awake Cafe 1129Monterey....1343-W
Wiedersheim & Langdon beer 304 Higuera....293
Wieland A J r 1434 Marsh....1827
Wieser Rose Mrs r 857 Leff....1899-J
Wilbert J A r 1912 Osos....2927
Wilcox Earl M r 910Meinecke....1314
Wilcox Merrill r 2644 Chandler....866-J
Wiley S V r 1220½Mill....1192-J
Wilkins C E Mrs r 466 Marsh....982-R
Wilkinson Harold A r 752 Islay....1309-J
Wilkinson Harold J r 1176Pismo....2722-W
Wilkinson J W r 412 Marsh....2055
Willard M S r 665Leff....1588
Willard S M r OrcuttRd....5-R-11
Willcoll Stores 341 Higuera....990
Willett Richard L San Luis Obispo Willys-Jeep 205 Higuera....1202
Residence 688 Ida....2245
Williams Arthur S r 156 Stenner....2278-J
Williams Edmond r 966 Buchon....1828-J
Williams Edw L r 228 Story....2551-J
Williams Eleanor r 1042A Pacific....2939-J
Williams Emma E r 1158Murray....2930
Williams Guilda Mrs r 388Chorro....327
Williams H O r 173Chorro....1071
Williams Herbert E r LosOsos....12-F-11
Williams J E r Orcutt Rd....5-R-1

Williams John r 454 Islay.....277-J
Williams Kline r 610 Monterey.....2183
Williams Leonard G r 1514 Osos.....2051-R
Williams Minnie F Mrs r 1652Fairview.....1603-M
Williams O M Pac Tel&Tel Co The 853 Marsh.....1575
Residence 806 Meinecke.....1432
Williams Ronald A r Avila.....8-J-11
Williams Sarah C Dr r 1390 Palm.....581-R
Williams Thomas H r 1543 Morro.....2717-J
Williams Tillie r 1144 Marsh.....742-W
Williams W R r 1061 Grove.....1464-W
Williams & Wright Roofing Service
767 Christian Av.....2571-J
Willis Kenneth Pastor r 1411Palm.....520
Willmirth Bert r 207 N Broad.....2863
Wills H J r 515 Hathway.....2789-M
Wilmot Clyde r 1183George.....1313-M
Wilshire Oil Co 101Hwy.....565
Wilson C V r 1779 Sn Luis Dr.....2582-W
Wilson Elizabeth r 843½ High.....1886-W
Wilson J P r 2410 Broad.....2847-M
Wilson John r Avila.....9-R-11
Wilson Leo J Mrs r 1530 Nipomo.....1332-W
Wilson Louis H r 743Branch.....1685-J
Wilson Merle E r 1767 Corralitos Av.....2127
Wilson Motors 1234 Broad.....116
Wilson O F r 644 Brizzolara.....2265-R
Wilson Rollo r 1548Monterey.....888-W
Wilson Tex r 660 Snta Rosa.....534
Wilson W F Mrs r 121 Chorro.....2456
Wilson Walter W r 66Benton.....2529-J
Wilson Wm L r Fremont Court.....2384-W
Wilson's Cash Store 2039Broad.....2713
Wilson's Flower Shop 1110 Garden.....622
Wineman Hotel Higuera.....1800
Winkley Boarding Kennels Orcutt Rd.....5-J-2
Winn Clyde B r 1969 Chorro.....2694-W
Winn Herbert H r 526 Kentucky.....2195-J
Winn Leonard E r 369Toro.....1264-R
Winner C Paul r 615Grove.....895-R
Winters D N r 1220 Mill.....1256-J
Wisberg Earl F r 12Edna.....2274-M
Wisberg H P r 546 Sandercock.....2877-R
Wise Earl r 346 Buchon.....894-J
Wise Harold r Camp Sn Luis Obispo.....19-J-11
Wison A Gaylord r 1343 Higuera.....1387-M
Witbeck Bessie r 1540 Snta Rosa.....154-R
Witcosky Alice Mrs r 870 Islay.....646-J
Witcosky Co Slaughter House 101 Highway.....2123
Witcosky Frank Jr r 142 Harris.....480-W
Witcosky Fred livestock 101 Hwy.....1534
Wolf Harry K r 869Center.....444
Wolfe C H r 671 Park.....519-W
Wolfe G A r 1201 Leff.....1218-W
Wolfe Marion O r 706High.....2129-R
Wonsley Ina r 729 South.....2640-R
Wood C M r 1256Bond.....1150-J
Wood Eleanor r 1141 Pacific.....1225-R
Wood Helen r Conejo.....1041-W
Wood M A r 522 Dana.....1182
Wood Mark H r 1632 Osos.....1637-W
Wood W N Capt r 1405 Broad.....2365-J
Woodford E A r 210Rincon.....1722
Woodman Chas H r 1106 Walnut.....2994
Woods G E r 635 Brizzolara.....2591-J
Woods O E r 1402 Marsh.....290-R
Woods Sign Service 678 Marsh.....2716
Woodward J R r 769 Upham.....2105
Woodworth Alanzo r 205Hutton.....2182-J
Woodworth Herman r 566 Lawrence Dr.....206-W
Woolworth F W Co 778 Higuera.....2458
Workman Nellie r 205 BeeBee.....2603-R
Wormom R G 260 Lincoln.....2428
Wray O D r 197 Snta Rosa.....2689-J
Wreden Henry Jr r 397 Lincoln.....486-J
Wreden Jane Mrs r 1746 Chorro.....1410-J
Wright Donald G r 1263Marsh.....763-J
Wright Estella r 969 South.....1629-R
Wright H r 358 SntaRosa.....2067-W
Wright Jessie Mrs r 726 Buchon.....1568
Wright L H r 675 Brizzolara.....313-J
Wright Lorraine Cobb Cobb's Fremont Grocery
1208 Peach..637
Wright Marcella r 755 Francis.....2559-J
Wright Neil r BaywoodPk.....15-F-2
Wright & Williams Roofing Service 1427 Beach...1416
Wroble Walter F r 2509Lawton.....1020-W
Wu H M Dr herbalist&osteopath 1128 Chorro....1750-W
Wu H M Dr r 481 Lawrence Dr.....2434-M
Wunderlich A M Maj r 681Grove.....1262-M
Wyatt Glynn A r 1219 Ella.....212-W
Wyatt W C r Edna Rd.....1255-W
Wybrandt H P r 470Grand.....2161-J

Y

Yager Andrew r 2231 Broad.....559-J
Yager Margaret M r 844 Venable.....979-M
Ybarra Mary r FrenchRd.....2177-W
Yeager Claude R r 1837 Johnson Av.....818-R
Yenter Mary r 954 Pismo.....1581-M
Yoakum C O r 1841 Slack.....580-W
Yoakum Jesse r Edna Rd.....2553-W
York Davis & Bakke hse mvrs 697 Mitchell Dr..1190-W
Young C R r 1240 Ella.....2338
Young Claude r Pismo Rd.....7-F-3
Young E C r Edna.....6-R-1
Young E S Young's Beauty Shop 1037 Monterey.....391
Young E S r 770 Toro.....481-M
Young Emma r 964 Rachel.....1376
Young Harry E r 480 Leff.....2387-M
Young Kent B r 1305Murray.....1281-W
Youngman Betty r 1128 Morro.....1601-J
Young's Beauty Shop 1037 Monterey.....391
Yours & My Furniture Store 1127 Broad.....942
Yowell Carl r 1151 Mill.....1315-W

Z

Zahn J E r 1130½ Islay.....692-M
Zahner Chas A r Port Sn Luis.....1-J-1
Zanchuck Wm r 1635 Garden.....2639-J
Zanoli Frances Mrs r 1037 Mill.....2830-W
Zanoli Jess r 1813 Chorro.....564-W
Zanoli Wilfred r 1437 Beach.....521
Zavala Jose r 2102 Broad.....2489-M
Zegar Apartments 1626 Osos.....1902
Zegar Furniture Store 840Monterey.....85
Zegar Steve r 1318 Mill.....10-M
Zegar Steve r 1318 Mill.....423-R
Zegar's Warehouse 881 Morro.....2080-J
Zehr E L r 967 N Broad.....2225-W
Zellner&Bowden 711Marsh.....1957
Zellner W M r 549 Hathway Av.....774-J
Zerfing A L r 1228 Mill.....1256-W
Zimmerman Holmes r 743 Monterey.....1475-J
Zuiderweg P J r 210 Beebee.....556-M
Zupan Clarence E r 435 Higuera.....2861-W
Zweifel John R r Edna Rd.....6-R-21

CALIFORNIA TELEPHONE DIRECTORIES

YELLOW PAGES

LOCALITY: San Luis Obispo County

YEAR: February 1947

Classified Telephone Directory
For
SAN LUIS OBISPO COUNTY
FEBRUARY 1947

For Information Concerning This Classified Directory, Please Call Our Business Office.

Abstractors–See Title Companies

Accountants

Anderson H D.....Cambria-38

AUDIT SERVICE CO
L. B. MURRILL - BESSIE MURRILL
AUDITOR & ACCOUNTANT
INCOME TAX COUNSELOR
BOOKKEEPING SERVICE
NOTARY PUBLIC
974 Monterey.....Sn Luis Obispo-2958-J
1323 Spring.....Pso Robls-309-J

Audit Service Co 974 Monterey.Sn Luis Obispo 2958-J

BOYCE J EARLE
AUDITOR - PUBLIC ACCOUNTANT
INCOME TAX SERVICE
Member of
Society of Amer. Accountants
Bank of America Bldg.....Sn Luis Obspo-886

Cornell Danl J Traffic Wy.....Atascadero 235-W
Derby Mabel Miss 623-2d.....Pso Robls-1164-W
Dobell Chas E 793 Higuera....Sn Luis Obspo 2255-W
Espy Edwin Francis
Foothill Blvd.....Sn Luis Obspo 1149-W
Hagens Walter A 1914 Olive.....Pso Robls 679-J
HALL WILLIAM O 779 Marsh...Sn Luis Obspo 2114
Kildow Harry M 1920 Park.....Pso Robls 406-W
Scott Isabel A
2358 Johnson Av.....Sn Luis Obspo 2091-R

WEST CHAUNCEY W
AUDITOR - PUBLIC ACCOUNTANT
(Accountancy Cert. No. 698)
ACCOUNTING SYSTEMS
MONTHLY SERVICE
BUSINESS ANALYSIS
COMPLETE TAX SERVICE
729-12th .....Pso Robls 688

Adding & Calculating Machines

HILLS STATIONERY
1127 Chorro.Sn Luis Obspo-1403
NELSON JOHNNY 1124 Nipomo...Sn Luis Obspo 228
(See Advertisement This Page)
TYPEWRITER SHOP THE
1014 Court.....Sn Luis Obspo 127
(See Advertisement This Page)
WALKER R G
Remington Adding Machines Sales-Service
785 Marsh.....Sn Luis Obspo 681-W

All large guns of the United States Navy are pointed by radars designed by Bell Telephone Laboratories and made by the Western Electric Company.

Adjusters

COAST COUNTIES ADJUSTMENT BUREAU
F K Milham
777½ Higuera .....Sn Luis Obspo-399
If no answer call.....Cayucos 12-Y-4
FIRE COMPANIES' ADJUSTMENT BUREAU INC
Ed K Francis-Branch Mgr
793 Higuera.....Sn Luis Obspo-1968
KELLER D H E
Wineman Hotel.....Sn Luis Obspo 1099-J
If no answer call.....Sn Luis Obspo 1800

Advertising Novelties

See Advertising Specialties

Advertising–Outdoor

GREEN JOE NEON PRODUCTS
750 Mill.....Sn Luis Obspo 2511-J
HALL SIGN & ADVERTISING SERVICE
1348 Monterey.....Sn Luis Obspo 2583

Advertising–Radio

See Radio Broadcasting Companies & Stations

ADDING MACHINES
Sales & Service
REMINGTON
CORONA
R. C. ALLEN
Calculators
Check Protectors

THE TYPEWRITER SHOP
1014 Court San Luis Obispo 127

ADDING MACHINES
AND
TYPEWRITERS
New & Used
All Makes Repaired
Phone
San Luis Obispo 228
CHECKWRITERS

JOHNNY NELSON
OFFICE EQUIPMENT
After March 1, 1947 - 690 HIGUERA
'Til March 1st
1124 Nipomo San Luis Obispo

AGRICULTURAL IMPLEMENTS
OLIVER EQUIPMENT
GOBLE & TOWNER DISCS
ASHTON & WAER
SALES & SERVICE
International Trucks - Cletrac Tractors
DE SOTO - PLYMOUTH
Phone **Paso Robles 666**
1139-13th St.

JOHN DEERE
AND
"CATERPILLAR"
NEW & USED TRACTORS
AND EQUIPMENT
SERVICE & REPAIRS
Any Make Farm Equipment Repaired
JOSEPH G. MOORE CO.
1306 Pine **Paso Robles 450**
Santa Maria—113 West Chapel
(Toll) Call "Operator" for Santa Maria 5

AIR COMPRESSORS
MOTORS
GAS ENGINES
All Sizes
NEW - REBUILT
SALES - REPAIRS - RENTALS
Complete Rebuilding Plant
PATTERSON COMPRESSOR CO.
2545 Broadway at 26th St., Oakland 12
(Toll) Call **TWINOAKS 2113**

SHOP IN THE YELLOW PAGES
Whenever you want information about an article, a service or a certain business
LOOK IN THE
Classified
TELEPHONE SECTION

Advertising Signs–See Signs

Advertising Specialties

HALL SIGN & ADVERTISING SERVICE
1348 Monterey.....Sn Luis Obspo 2583

Agricultural Implements

ASHTON & WAER 1139-13th.....Pso Robls 666
(See Advertisement This Page)
BORIACK JOHN MOTOR CO
1144 Monterey.....Sn Luis Obspo 1469
JOHN DEERE IMPLEMENTS—
MOORE JOSEPH G CO
113 West Chapel Snta Maria
(Toll) Call "Operator" for.....S Maria 5
Livingston E C Co 1236 Railroad.....Pso Robls-534
Loomis E C & Son 415 Branch.....Aroyo Grnde-32
MOORE JOSEPH G CO 1306 Pine.....Pso Robls 450
113 W Chapel Snta Maria
(Toll) Call "Operator" for.....S Maria-5
(See Advertisement This Page)
Union Hardware&Plumbing
1119Garden.Sn Luis Obspo-164

Air Compressors

Patterson Compressor Co 2545 Broadway Oakland
(Toll) Call "Operator" for.....Twinoaks 2113
(See Advertisement This Page)
Philpott George M Co 1160 Bryant San Francisco
(Toll) Call "Operator" for.....Hemlock-5475

Air Compressors–Renting

Parker E R Boiler Works
514 Higuera.....Sn Luis Obspo 2056
Philpott George M Co 1160 Bryant San Francisco
(Toll) Call "Operator" for.....Hemlock-5475
TOMASINI A E
AIR COMPRESSORS & TOOLS RENTED
SALES & SERVICE
DRILLING - BREAKING
CHIPPING - TAMPING - Etc.
1922 Johnson.....Sn Luis Obspo-1424

Air Conditioning Contractors

SMEE'S PLUMBING & HEATING SHOP
1302 Osos.....Sn Luis Obspo-766

Air Conditioning Equipment & Supplies

Keene's Plumbing & Heating Serv
3045 Park.....Pso Robls 655-J

&
Incidentally
Prompt answering of a telephone's ring is thoughtful, courteous—and good business.
THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY

Air Line Companies

Southwest Airways
County Airport.....Sn Luis Obspo 2254

Aircraft Renting

Paso Robles Aviation Club Inc
Sherwood Field.....Pso Robls 1002

More and more, business men are finding that it pays in good will to place and receive their telephone calls with as little time-lag for the other fellow as possible. They place their own calls or stay close to the telephone when they tell someone else to do it.

• Flight Instruction
• Plane Rentals
• Charter Service
SALES & SERVICE
PARTS - SUPPLIES - ACCESSORIES
PASO ROBLES AVIATION CLUB INC.
Day or Night
Phone **PASO ROBLES 1002**
SHERWOOD FIELD

Aircraft Schools

HOOVER BROS & PHILBRICK FLYING SERVICE
AUTHORIZED PIPER CUB DEALER
ERCOUPE SERVICE
Flight Instruction & Charter
Aircraft Service Parts & Supplies
Rt 2 Box 186C
Edna Rd.....Sn Luis Obspo 2977

Paso Robles Aviation Club Inc
Sherwood Field.....Pso Robls 1002
(See Advertisement This Page)

Aircraft Servicing

Lawson's Airpair Sherwood Field.....Pso Robls 650

Airports

Hoover Bros & Philbrick Flying Service
Edna Rd.....Sn Luis Obspo 2977
San Luis Obispo Co Airport
Edna Rd.....Sn Luis Obspo 2977

Ambassador Venetians

Look on "V" pages under "Venetian Blind Dealers"

Ambulance Service

Gray Harry S Funeral Chapel & Crematorium
S Highway.Atascadero-98
JONES AMBULANCE SERVICE
1095 Monterey.....Sn Luis Obspo 887
(See Advertisement Following Page)
(Continued Next Page)

PASO ROBLES
AMBULANCE

SERVICE
RIDE WITH YOUR PATIENT - NO CHARGE
Call
PASO ROBLES

36
24-HOUR SERVICE—*Any Time - Anywhere*
NO MORTUARY CONNECTION — *Emergency Facilities*
"Ambulance Service With Us is a Business, Not a Side Line"

Phone Day or Night

SAN LUIS OBISPO

887

If no answer call

SAN LUIS OBISPO 1030

OR SAN LUIS OBISPO 2190-R

RATES ON OUT-OF-TOWN CALLS
SPECIAL ATTENTION TO TRAIN CALLS
We Serve Any Community - Red Cross Trained
ALL AMBULANCES FULLY EQUIPPED
First Aid Equipped - Heated & Air Cooled

JONES
AMBULANCE SERVICE
Independently Owned & Operated
1095 Monterey San Luis Obispo

PHONOGRAPHS
Coin Operated
PROMPT MAINTENANCE
RENTAL SERVICE
Day & Night
PASO ROBLES
701-R
CASE AMUSEMENT CO.
129-16th

REPAIR SERVICE
When one of the many household articles gets out of order, you will find a repair service quickly and easily when you
LOOK IN THE
Classified
TELEPHONE SECTION

Ambulance Service—(Cont'd)

Kuehl Funeral Home 1703 Spring.....Pso Robls-301
Paso Robles Ambulance Service
321-19th.....Pso Robls 36
(See Advertisement Preceding Page)

Amusement Devices

CASE AMUSEMENT CO 129-16th..Pso Robls 701-R
(See Advertisement This Page)
Patrick Music Co 1227½ Spring.....Pso Robls 588
POLIN BURT W 1828 Johnson...Sn Luis Obspo 2370

Amusement Places

Bridge-O Cypress & Pomeroy.....Pismo Bch 304-W
Fun House Pomeroy.....Pismo Bch-131
Pismo Arcade 443 Cypress.....Pismo Bch 220-J
Pismo Bowl Pomeroy.....Pismo Bch-191
Red Rooster 501Cypress.....Pismo Bch-186
San Luis Obispo Athletic Club
Morro Rd.Sn Luis Obspo-2618

Ant Control—See Exterminating

Antiques—Dealers

El Techo Azul
Mrs Gladys K McLinn-Prop
1126 Chorro.....Sn Luis Obspo 91-W

Apartments

Beach Apartments 266 StimsonAv.....Pismo Bch-19
Bonnie Apts 439 Ocean View.....Pismo Bch-158
Breaker's Apartments 278Hinds.....Pismo Bch-325
Bruce Apartments 956 Swazey...Sn Luis Obspo-1966
Canary Cottage Apts 701-12th.....Pso Robls 954-W
Dolliver Apts 424 Hinds Av.....Pismo Bch 164
El Camino Apartments
10th & Spring.....Pso Robls 1110
El Marero Hollister.....Pismo Bch-196
Gladding J D D 1804 Spring.....Pso Robls 1153-J
Gotham Court 256 Ocean Vw Av....Pismo Bch-106-J
John Marion 860 Osos.....Sn Luis Obspo 2986
Kullgren Apts Alamo Av.....Atascadero-152
Morro Apartments Kings Av.....Morro Bay 3771
Norwood Apartments 11th & Sal.....Pso Robls 591
Pismo Beach Court Dolliver.....Pismo Bch 107
Riverside Apts 13th&Riverside.....Pso Robls-703
Sea Garden Motel Apts
Rates By The Day Week or Month
440 Stimson.....Pismo Bch-69
Seashore Apartments
12 Apartments-Weekly & Monthly Rates
Stimson.....Pismo Bch-168
Seaview Apartments.....Cambria-22-Y-3
Shell Beach Motel 101 Highway....Pismo Bch 3-Y-3
Stratton Court 450Main.....Pismo Bch-97
Tree House Apts S Highway.....Atascadero-172
Zegar Apartments 1626 Osos....Sn Luis Obspo-1902

Architects

Holdredge Wm Decker
1641 Mill.....Sn Luis Obspo 2467-J

Armatures

Brown's Walt Electric Service
687 Pacific.....Sn Luis Obspo 97-W

In these busy days when saving time is so important, more and more telephone users are following the thoughtful way of answering the telephone: "Harry Smith speaking." Such an introduction establishes identity, saves time and makes a good impression.

Army & Navy Goods

Beno's Army & Navy Store
1019 Morro.....Sn Luis Obspo 620
(See Advertisement This Page)
Lenzner's 627-12th.....Pso Robls 761

Asphalt & Asphalt Products

ROSELIP WALTER B
ASPHALT & ASPHALT PRODUCTS
ASPHALTIC PLANT-MIX
ROCK & SAND
GRADING & PAVING
FerrocarrilRd.....Atascadero-20
If no answer call.....Atascadero-213-M
If no answer call.....Sn Luis Obspo-785
If no answer call.....Sn Luis Obspo-211-W

Associations

See also Clubs; Fraternal Organizations; Labor Organizations; Etc
Atascadero Golf Course Highway.....Atascadero-101
Atascadero Grange Hall Palma Av..Atascadero-214-J
Automobile Club of Southern Calif
District Ofc 1113 Spring.....Pso Robls-1077
District Office
1134 Monterey.....Sn Luis Obispo 1480
Emergency Road Service
1246 Spring.Pso Robls-169-W
Emergency Road Service
1101 Monterey.....Sn Luis Obispo 102
Boy Scouts of America
790 Monterey.Sn Luis Obspo-2220
Camp Fire Girls Inc
721 Kentucky.....Sn Luis Obspo-1858-W
Central Labor Council A F of L
1208Pine.Pso Robls-548
Chamber of Commerce
1111 Chorro.....Sn Luis Obspo 1414
County Welfare Dept Keetch Bldg....Atascadero-161
Dune Lakes Ltd.....Aroyo Grnde-203-F-3
Eagle's Lodge IOOF Bldg.....Pso Robls 1081
Elks Club 906 Marsh.....Sn Luis Obspo-322
Grange Hall S Broad.....Sn Luis Obspo 639
I D E S Hall Assn Mill.....Sn Luis Obspo-1373-W
I O O F Hall 128 Bridge.....Aroyo Grnde-48
Infantile Paralysis Foundation
1804Chorro.Sn Luis Obspo-1817
Labor Local No 1464 A F of L
1530 Monterey.Sn Luis Obspo-256
Masonic Hall 859 Marsh.....Sn Luis Obspo-626-J
Masonic Temple 112 Poole.....Aroyo Grnde-74-J
Monday Club Monterey.....Sn Luis Obspo-1960
Morro Bay Recreation Center.....Morro Bay-4411
National Automobile Club 523-15th..Pso Robls 1504
Odd Fellows Hall 500 Dana.....Sn Luis Obspo-168
Paso Robles Almond Growers Assoc
Riverside Av.....Pso Robls-675
Paso Robles Community Chamber of Commerce
707-13th.....Paso Robls 16
Paso Robles Mutual Building & Loan Assn
1211 Park.Pso Robls-613
Paso Robles Women's Club 13th&Oak.Pso Robls-525-J
Red Cross American 991 Osos....Sn Luis Obspo-2630
San Luis Obispo Production Credit Assn
1123 Garden.....Sn Luis Obspo-1386
Veterans Of Foreign Wars Post 1766
214 Higuera.....Sn Luis Obspo-2142
Veteran's Hall Court House.....Sn Luis Obspo-65
W O W Hall Assn 1212 Chorro..Sn Luis Obspo-595-W
Womens Civic Club 247 Stimson Av...Pismo Bch-83-J

Athletic Goods

See Sporting Goods Headings

People can't reach you by telephone when the instrument is left "off the hook". Your line is "busy" or "out of order" to anyone calling.

Attorneys

Brazil A H 793 Higuera.....Sn Luis Obspo-2082
Residence.....Snta Margrita 48-Y-6
Buck & O'Reilly
Bank of Amer Bldg.....Sn Luis Obspo-890
Champion Lawton D Bank of Amer Bldg..Pso Robls-76
Fisher James D 711-12th.....Pso Robls-333
Fitzgerald M A 793 Higuera.....Sn Luis Obspo-4
Gallagher John P Bank of America Bldg.Pso Robls-161
Grundell Herbert C Court House..Sn Luis Obspo-1683
Harris Richard F Court House....Sn Luis Obspo-1683
Heid F J Jr Harbor View.....Pismo Bch-50
Houseworth J L 1026 Chorro....Sn Luis Obspo 867-J
Kaetzel C P 793 Higuera.....Sn Luis Obspo-1868
Lyon Ray B 711-12th.....Pso Robls-333
Muller A V Wickenden Bldg.....Sn Luis Obspo-614
Nelson Albert 1041 Chorro.....Sn Luis Obspo-254
O'Reilly Timothy I
Bank of America Bldg.....Sn Luis Obspo-890
Renetzky Andrew 846 Higuera...Sn Luis Obspo-1033
San Luis Obispo County District Attorney
Court House.Sn Luis Obspo-1683
Shipsey W T 1041 Chorro.....Sn Luis Obspo-282
Webster Alex 1433 Oak.....Pso Robls-41-W

Auto-Lite Official Sales And Service

Look on "A" pages under "Automobile Electrical Service"

Automobile Accessories

See Automobile Parts & Supplies Headings

Automobile Batteries

See Batteries Headings

Automobile Blacksmithing

See Automobile Body Repairing

WAR SURPLUS GOODS
AND
COMPLETE MILITARY OUTFITTERS

CLOTHING
- SHIRTS
- PANTS
- JACKETS
- SHOES & BOOTS
- SWEATERS

CAMPING EQUIPMENT
- COTS
- TENTS
- SLEEPING BAGS
- MISCELLANEOUS MDSE.

LUGGAGE
- B-4 BAGS
- FOOT-LOCKERS
- OVERNIGHT CASES
- SHAVING SETS

BEDDING
- BLANKETS
- SHEETS
- TOWELS
- PILLOW CASES

BENO'S
ARMY and NAVY STORES
CIVILIAN & WAR SURPLUS GOODS
PHONE
San Luis Obispo 620
1019 Morro San Luis Obispo

LANGLEY'S
PAINT & BODY SHOP

Automobile Painting

Body & Fender Work

We Rebuild Wrecks

Guaranteed Workmanship

729 SPRING

Paso Robles 65

SARGENT AUTO WORKS

- BODY & FENDER
- AUTO PAINTING
- TRAILER PAINTING & REPAIRS
- ALUMINUM WELDING
- COLOR MATCHING

WE CARRY A COMPLETE LINE OF PAINT

Estimates Gladly Given

304C HIGUERA

SAN LUIS OBISPO 450-J

Young Women

There May Be

Employment Opportunities

and a

PERMANENT POSITION FOR YOU

with

THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY

Automobile Body Repairing

Automobile Club of Southern California
Highway ..... Atascadero 385

BORIACK BILL NASH AGCY
1005 Monterey ..... Sn Luis Obspo 3

CLINE'S AUTO BODY SHOP
Fred A Cline Proprietor
640 Marsh ..... Sn Luis Obspo-422
If no answer call ..... Sn Luis Obspo-1556

Kimball Motor Co Body Shop
286 Higuera ..... Sn Luis Obspo 2541

Langley's Paint & Body Shop
729 Spring ..... Pso Robls 65
(See Advertisement This Page)

PASO ROBLES BODY WORKS
2815 Vine ..... Pso Robls-652

Rader's Paint & Body Shop Main .... Morro Bay 4281

Sargent Auto Works
304C Higuera ..... Sn Luis Obspo 450-J
(See Advertisement This Page)

SERAFIN'S BODY & PAINT SHOP
H. E. "PEEWEE" SERAFIN
COMPLETE
BODY & FENDER REPAIRING
AND
AUTO PAINTING
Free Estimates - All Work Guaranteed
865 Palm ..... Sn Luis Obspo-1250-J

THRESH E H INC
1101 Monterey ..... Sn Luis Obspo 102

UNITED AUTO BODY Highway Atascadero-371

WILSON MOTORS 1234 Broad ... Sn Luis Obspo 116

Automobile Boxing–See Trucking

Automobile Bumpers
See Automobile Parts & Supplies Headings

Automobile Bus Lines–See Bus Lines

Automobile Camps–See Automobile Courts

FOUR THOUGHTFUL ITEMS
OF TELEPHONE PROCEDURE—

1. Please answer promptly.
2. Please be on the line when the party you want answers.
3. Please speak distinctly and without hurrying, with the lips close to the mouthpiece.
4. Please replace the receiver gently when through talking.

Emergency!

An emergency arises—you need help quickly! Physician, hospital, ambulance, taxi or plumber! The quickest way of finding whom to call is to—

LOOK IN THE
Classified
TELEPHONE SECTION

Automobile Courts

Adams Court Hollister & Dolliver ..... Pismo Bch 150
Atascadero Motor Lodge S Highway. Atascadero-243-J

ATLASTA COURT
Mod Cabins With Bath-C M Hemstreet-Mgr
Wadsworth & Dolliver ..... Pismo Bch-112

Autel Coe 2218 Spring ..... Pso Robls 633
Avila Auto Court Avila ..... Sn Luis Obspo 16-R-12
Bailey's Auto Court Main ..... Pismo Bch 320
Bay Auto Court Morro ..... Morro Bay 2931

BAY AUTO COURT
Completely Furnished For Housekeeping
Morro ..... Morro Bay-2931

Beauty Sleep Auto Court S Highway. Atascadero-236-J

BEECHWOOD AUT-O-TEL
74 Higuera ..... Sn Luis Obspo-911

BLUE BELL MOTEL S Hwy ..... Sn Luis Obspo 2660

Bragg Kenneth B 459 Pismo ..... Pismo Bch 306-W

BUCKLAND'S 101 AUTO COURT
Kitchenettes-By Day or Week
101 Hwy ..... Aroyo Grnde-127

CABRILLO MOTOR COURT
M F Harpster-Mgr
6th & Morro ..... Morro Bay 2321

CAMP FREMONT
Cuesta Grade ..... Sn Luis Obspo 12-J-2

CAMP STEVENS
Trailer Park
1100 Main ..... Morro Bay 4161

CASTLE MOTOR INN
Highway 101 ..... Sn Luis Obspo 1918
(See Advertisement This Page)

Chamberlain's Blue & White Auto Court
Morro Del Mar ..... Morro Bay 3922

(Continued Next Page)

Here's A Happy Man

BECAUSE HE'S GETTING A GOOD NIGHT'S REST AT THE **CASTLE MOTOR INN**

35
MODERN UNITS
Member of United Motor Courts
Under New Mangement
CAFE
Breakfast - Lunch
Dinner
Excellent Food
Well Served

TELEPHONE
San Luis Obispo
1918

CASTLE MOTOR INN
1½ MILES SOUTH ON HIGHWAY 101
SAN LUIS OBISPO

Don't Throw It Away

Things around the house you consider useless — may need only minor repairs to make them serviceable. Call a service man near you.

LOOK IN THE
Classified
TELEPHONE SECTION

COZY CORNER MOTEL

14 Units

HOUSEKEEPING ACCOMMODATIONS
TRAILER PARK SPACE
BREAKFAST & SANDWICHES
On Main Hy. 101, So. End of Town
Mr. & Mrs. Martin A. Dammann, Owners
CALL ARROYO GRANDE 259
554 TRAFFIC WAY

Automobile Courts–(Cont'd)

CLIFTON MOTEL
Thermostat Heat Control In All Units
125 Spring.....Pso Robls-1140
COTTAGE MOTEL
Servel Refrig-Tile Shower-Soft Water
2206 Spring.....Pso Robls-1153-W
COZY CORNER MOTEL
554 Traffic Way.....Aroyo Grnde-259
(See Advertisement Preceding Page)
CRESCENT PARK AUTO COURT
Kitchenettes-Paul B Glassey-Owner
S Highway.....Sn Luis Obspo-2705

DAY'S BLUEBIRD AUTO COURT
10 CABINS WITH KITCHENETTES
HEAT - HOT & COLD WATER
2 Blocks From Center of Town
on Carmel Highway
MRS. E. H. DAY, Mgr.
Cambria.....Cambria-76

Dee-Mar-Leen Hinds.....Pismo Bch-312
Deibert's Cottages 527 Ocean View...Pismo Bch-315
DELL AUTO COURT 101 Hwy.....Atascadero-332
Don Vicente Motel 5th&Market.....Morro Bay-2371
EL CAMINO AUTO LODGE
Modern Courts&Kitchenettes
NHighway.....Atascadero-238-J
Embassy Court 209-6th.....Morro Bay-2861
FARM HOUSE MOTOR HOTEL THE
425 Spring.....Pso Robls 933
Galli Court 326 Hinds.....Pismo Bch 52
GLEN OAKS GROCERY
Housekeeping Cabins-Grocery On Premises
S Hwy.....Atascadero-377
Grandview Motel 2074 Monterey.Sn Luis Obspo 1451
GREEN & WHITE AUTO COURT
636 Spring.Pso Robls-303
Grove Auto Court N Highway.....Atascadero 336-R
GROVER CITY MOTOR COURT
1½ Miles S of Pismo Beach-Ocean View
Completely Furnished-A Quiet Place To Stay
GroverCity.....Aroyo Grnde-293-F-4
HALF MOON MOTOR COURT
30 Modern Heated 2-3 & 4 Room
Housekeeping Cottages
101 Hwy.....Pismo Bch-30
HAMPTON'S AUTO COURT.....Cambria-11-J
Hayes W J 312 Cypress.....Pso Bch 106-W
HOWIE'S AUTO COURT
652 Morro.....Sn Luis Obspo 2297-J
Johnny's Inn & Motel
Service Station In Connection
N Highway.....Atascadero-155
Kenny's Auto Court 2841 Spring...Pso Robls 334-W
KING'S REST MOTOR COURT
Trailer Park Available
Pomeroy.....Pismo Bch 78
Little Siesta Motel S Hwy.....Atascadero-380
Mar Vista Motor Lodge Price.....Pismo Bch-152
Martin's Court 426 OceanVw.....Pismo Bch-213
MIRAMAR COURT
D B Proctor Manager
387 Sn Luis Av.....Pismo Bch-60
Monte Vista Auto Court Bello.....Pismo Bch-207

MORRO STRAND AUTO COURT
"Right on the Beach"
FISHING - SWIMMING
10 - 1 & 2 ROOM CABINS
WITH KITCHENS - HEAT
HOT & COLD WATER
5 Miles North of Morro Bay
Cayucos.....Cayucos-12-Y-12

MOTEL INN
See Our Advt Under Hotels
Monterey.....Sn Luis Obspo-1340
MOTEL MARIANNA
New Modern Cabins-Tile Baths
730 Spring.....Pso Robls-417
MOTEL SCHWANK 2730 Spring...Pso Robls 1408-J
Motel Supreme
Kitchenettes-16 Units Elec Refrigs
2400 Spring.....Pso Robls 955
Mountain Inn Autel Cuesta Grade..S Margrita-19-Y-2
OAKWOOD AUTO CAMP
Hans Larsen-Prop
Tunitas Av.....Atascadero 229
Ocean View Court Morro Del Mar....Morro Bay 3929
Oceano Auto Court Oceano....Aroyo Grnde 231-F-11
OCEANO BEACH AUTO COURT
Oceano.....Aroyo Grnde-256-F-14
Oceanview Motel 101 Hwy.....Pismo Bch 116-Y-3

O'REILLY'S GOLDEN RULE SERV STA & AUTO COURT
MODERN UNITS
With or Without Kitchenettes
Monterey & Murray.....Sn Luis Obspo 545
Residence.....Sn Luis Obspo 2788

PACIFIC MOTEL
Mr & Mrs H Kuden-Props
101 Hwy.....Sn Luis Obspo-14-J-1
Park Auto Court 701-5th.....Morro Bay-3821
Paso Robles Auto Court 940 Spring....Pso Robls-88
Pereira D R.....Cayucos-9-R
R W B AUTO COURT
Kitchenettes-Beer Bar&Groceries
3220 Spring.....Pso Robls-626
RANCHOTEL 1900 Monterey....Sn Luis Obspo 2333
Reid's Auto Court 5th.....Morro Bay 3811
Restwell Court Sn Luis & Price....Pismo Bch 105-W
ROLFS MOTEL 416 Spring.....Pso Robls 552
ROLFS MOTEL 416 Spring.....Pso Robls 552
Rose Bowl Court 1575 Monterey...Sn Luis Obspo-647
SANTA MARGARITA INN Highway....S Margrita 21
SEASHORE MOTOR INN.....Cambria-42-R
SHANGRI-LA MOTEL
S Highway & Morro Rd.....Atascadero 136
Shell Auto Court 1221 Price.....Pismo Bch 335-R
Shell Beach Inn Highway.....Pismo Bch 85
Shell Beach Motel 101 Hwy.....Pismo Bch 3-Y-3
SHORELINE MOTOR COURT
H J Stevens Manager
.....Cayucos-26

SLEEP OFF THE HI-WAY MOTEL
QUIET
Just Off U. S. 101 Hi-Way
SOUTH END OF SAN LUIS OBISPO
Inside City Limits
Reasonable Rates - Modern
Thermostatically Controlled Floor Furnaces
1000 South.....Sn Luis Obspo-791

SOUTHWARD MOTEL 3231 Spring...Pso Robls 554
STAR AUTO COURT
Trailer Camp-Harvey Dearr-Prop
Pismo Hwy.....Sn Luis Obspo 872-W
Stewart Cabins 1221 Price.....Pismo Bch 335-J
Sunset Auto Court 101 Hwy.....Pismo Bch-313
SUNSET VIEW MOTEL.....Cambria-45-R
Swans Motel S Highway.....Sn Luis Obspo-2019
TEMPLETON AUTO COURT
Cafe in Connection
Highway.....Templtn 33
Thompson's Auto Court
14 Modern-Heated Units Kitchenettes
3747 Spring.....Pso Robls 1516-W
Tower Motor Lodge 3111 Spring...Pso Robls 446-W
Trailer Village 3341 Spring.....Pso Robls-329
TRAVELODGE
Steam Heat-Carpet Floors-30 Units
2701 Spring.....Pso Robls 304

(Continued Next Page)

Automobile Courts–(Cont'd)

Valley Court 284 Stimson Av.....Pismo Bch-184
Vista Del Mar Drive Inn 101 Hwy.Pismo Bch 49-Y-22
Wave Court
On The Beach-Kitchens-Heat-Hot Water
246 Hinds.....Pismo Bch 9
Wigwam Court Cypress.....Pismo Bch-185

Automobile Dealers–New Cars

BARDIN HUDSON SALES & SERVICE
692 Marsh.....Sn Luis Obspo 1173
(See Advertisement Page 13)
Booth Bros 836-13th.....Pso Robls-5
Booth Bros 1103 Higuera.....Sn Luis Obspo-174
BORIACK BILL NASH AGCY
1005 Monterey.....Sn Luis Obspo 3
(See Advertisement Following Page)
Boriack Bill Nash Agcy
1005 Monterey.....Sn Luis Obspo-836
BORIACK JOHN MOTOR CO
1144 Monterey.....Sn Luis Obspo 1469
(See Advertisement Following Page)
BUICK MOTOR CARS—
KAMM C H & CO
1034 Monterey.....Sn Luis Obspo 332
TUNISON BASIL A 1501 Spring....Pso Robls-14

Telephone service is a friendly service. The people who operate and maintain it take a genuine satisfaction in serving you pleasantly and well. People who use the telephone a great deal find that friendliness is an instinctive habit. The telephone helps folks to know each other better.

Automobile Dealers–New Cars–(Cont'd)

CADILLAC-LASALLE SALES & SERVICE
"STANDARD OF THE WORLD"
"WHERE TO BUY IT"
Standard Motor Sales
990 Higuera.Sn Luis Obspo-44
TURNER PAUL L 1020 Park....Pso Robls-1000

Chevrolet Agcy 1039 Monterey...Sn Luis Obspo 1548

CHEVROLET AUTHORIZED SALES & SERVICE
Choose Chevrolet for Big-Car quality at low cost. Remember—Chevrolet's proved quality, plus nationwide Chevrolet dealer service, means *double dependability* wherever you travel.
"FOR SERVICE, CALL"
NICHOLS SID CHEVROLET
1305 Spring.....Pso Robls 786

CHRYSLER MOTOR CARS—
FAIR DAVID L 1330Monterey.Sn Luis Obspo-978

(Continued On Pages 10, 11 & 12)

There are 6,156 telephone companies serving the United States.

DAVID L. FAIR

CHRYSLER **PLYMOUTH**

DIRECT FACTORY DEALER

Body & Fender Work **Parts Distributor**

Complete Automotive Service
Motor Repairing - All Cars
Wheel Alignment and Balancing

San Luis Obispo 978

Cash Paid for Used Cars
1330 MONTEREY

INTERNATIONAL TRUCKS

bill boriack

NASH AGCY.

INTERNATIONAL

Sales & Service **Nash**

COMPLETE AUTO & TRUCK SERVICE

- MOTOR REPAIRING
- BODY & FENDER
- PAINTING
- BRAKE SERVICE
- FRAME STRAIGHTENING
- WHEEL ALIGNING
- ELECTRICAL SERVICE
- UPHOLSTERING

Complete Line of Parts & Accessories

San Luis Obispo 3

If no answer Call **836**

1005 MONTEREY SAN LUIS OBISPO

STUDEBAKER

GARRETT MOTORS

STUDEBAKER

Authorized STUDEBAKER DEALER

San Luis Obispo

WE BUY AND SELL USED CARS

TRUCKS

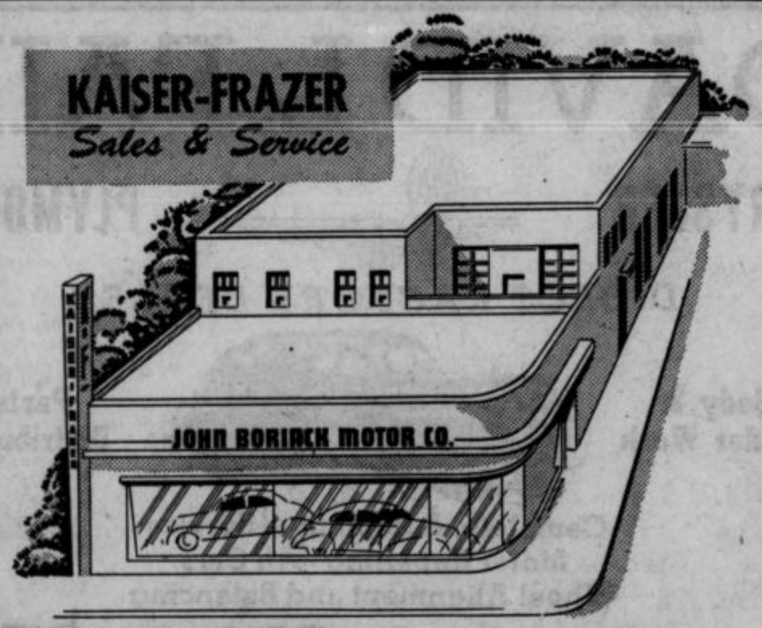
Expert Automotive Service and Parts

San Luis Obispo 2476

1219 MONTEREY · Corner Torro

KAISER-FRAZER

Sales & Service



FULL LINE OF PARTS AND ACCESSORIES

Complete Automotive Service
Body and Fender Repairs - Painting
Auto Electrical Service - Brake Service
Wheel Aligning - General Repairs

1144 MONTEREY

SAN LUIS OBISPO

1469

Authorized Dealers for

The Amazing New

KAISER

The Sensational New

FRAZER

SALES
PARTS
COMPLETE SERVICE

FARM EQUIPMENT
ROTOTILLER

TISON ALL-PURPOSE TRAILERS

CONNORS MOTORS

PASO ROBLES
673-J

2508 SPRING

CHEVROLET

CARS & TRUCKS

Sales & Service

- GENUINE PARTS & ACCESSORIES

24-Hour Towing Service

After 5:30 P.M.
Phone **Paso Robles 584-M**

SID NICHOLS

Chevrolet

AUTHORIZED DEALER
SALES & SERVICE

Paso Robles 786

1305 Spring St.

Ford

AUTHORIZED SALES & SERVICE

REPAIRING · AUTO PAINTING
BODY & FENDER WORK
SUPER SERVICE STATION

E. H. THRESH INC.

Phone SAN LUIS OBISPO **102**
If No Answer Call San Luis Obispo 439
1101 Monterey St. San Luis Obispo

We Buy and Sell Good
USED CARS
BUICK
SALES & SERVICE
GMC TRUCKS
SALES & SERVICE
National Auto Club Service
BASIL A. TUNISON
Phone PASO ROBLES
OFFICE 514 · SERVICE 14
1501 SPRING

Willys Jeep
SAN LUIS OBISPO WILLYS-JEEP
Authorized Dealer
WILLYS MOTOR CARS AND TRUCKS
MEYER & WILLETT
PHONE
SAN LUIS OBISPO 1202
205 HIGUERA STREET

DE SOTO PLYMOUTH
Authorized Sales & Service
MACK TRUCKS
Auto & Truck Repair Service
McGREGOR MOTORS CO.
1255 MONTEREY STREET
Phone
San Luis Obispo 542

Automobile Dealers—New Cars—(Cont'd)

CONNORS MOTORS 2508 Spring...Pso Robls 673-J
(See Advertisement Preceding Page)
Corda & Warden 1131 Monterey..Sn Luis Obspo 2675

DE SOTO MOTOR CARS—
ASHTON & WAER 1139-13th.....Pso Robls 666
McGREGOR MOTORS CO
1255Monterey.Sn Luis Obspo-542

DODGE MOTOR CARS—
BOOTH BROS 836-13th.....Pso Robls-5
BOOTH BROS 1103 Higuera..Sn Luis Obspo-174

FAIR DAVID L 1330Monterey....Sn Luis Obspo-978
(See Advertisement Page 9)

FORD MOTOR CARS—
PALMER GUY W Traffic Wy.....Aroyo Grnde 47
THRESH E H INC
1101 Monterey.Sn Luis Obspo-102

GARRETT MOTORS
1219 Monterey.....Sn Luis Obspo 2476
(See Advertisement Preceding Page)

Harris Truman A 1302 Pine.....Pso Robls-53

HUDSON MOTOR CARS—
REINKE PAUL A 1130 Pine.....Pso Robls 659

KAISER-FRAZER SALES AND SERVICE

Service For All Makes of Motor Vehicles
Authorized To Sell
KAISER APPROVED SERVICE FRAZER

"WHERE TO BUY IT"
Boriack John Kaiser-Frazer Dealer
874 Monterey.....Sn Luis Obspo 1469
Connors Motors 2508 Spring.....Pso Robls 673-J

KAMM C H & CO 1034 Monterey.Sn Luis Obspo 332
KIMBALL MOTOR SERVICE
252 Higuera.....Sn Luis Obspo 2344
(See Advertisement Opposite Page)
LASALLE SERVICE
See "Cadillac-LaSalle Sales & Service"
under this Classification
McGREGOR MOTORS CO
1255 Monterey.....Sn Luis Obspo-542
(See Advertisement This Page)

NASH

YOU'LL BE AHEAD WITH Nash
"SALES & SERVICE"

"WHERE TO BUY IT"
BORIACK BILL NASH AGCY
1005 Monterey.....Sn Luis Obspo 3

NICHOLS SID CHEVROLET
1305 Spring.....Pso Robls 786
(See Advertisement Preceding Page)
(Continued Next Page)

It's good business to keep your firm name, services and commodities listed and advertised in the Classified Telephone Directory, for that places your firm's name where it can be at your customers' fingertips instantly.

Automobile Dealers—New Cars—(Cont'd)

OLDSMOBILE

This General Motors quality car offers Hydra-Matic Drive: the Drive that eliminates the clutch pedal and shifts gears automatically through four forward speeds.

OLDSMOBILE SERVICE

"WHERE TO CALL"
SCHMIDT WM F 1628 Spring...Pso Robls-1090
Standard Motor Sales
990Higuera.Sn Luis Obspo-44

PACKARD AUTHORIZED SALES & SERVICE

ASK THE MAN WHO OWNS ONE
APPROVED Packard SERVICE

"WHERE TO BUY IT"
REINKE PAUL A 1130 Pine.....Pso Robls 659

Packard Sales & Service
565 Higuera.Sn Luis Obspo-525
Palmer Guy W Traffic Wy.....Aroyo Grnde 47

PLYMOUTH MOTOR CARS—
ASHTON & WAER 1139-13th.....Pso Robls 666
BOOTH BROS 836-13th.....Pso Robls-5
BOOTH BROS 1103 Higuera..Sn Luis Obspo-174
FAIR DAVID L 1330Monterey.Sn Luis Obspo-978
McGREGOR MOTORS CO
1255Monterey.Sn Luis Obspo-542

PONTIAC MOTOR CARS—
KIMBALL MOTOR SERVICE
252 Higuera.....Sn Luis Obspo 2344
TURNER PAUL L 1020 Park....Pso Robls-1000

Reinke Paul A 1130 Pine.....Pso Robls-659
Routzahn Motor Co 636Higuera..Sn Luis Obspo-1470
SAN LUIS OBISPO WILLYS-JEEP
205 Higuera.....Sn Luis Obspo-1202
(See Advertisement Opposite Page)
SCHMIDT WM F 1628 Spring.....Pso Robls-1090

STUDEBAKER SALES AND SERVICE

Cars and Trucks of Outstanding Quality and Economy
Expert car and truck service for Studebaker and other makes
STUDEBAKER

"WHERE TO CALL"
AUTHORIZED SALES & SERVICE
GARRETT MOTORS
1219 Monterey.....Sn Luis Obspo 2476
SERVICE GARAGE 917-12th....Pso Robls-35-R

Thresh E H Inc 1101 Monterey....Sn Luis Obspo-102
(See Advertisement Opposite Page)
Tunison Basil A 1501 Spring.....Pso Robls-14
(See Advertisement Opposite Page)
TUNISON BASIL A
Buick & General Motors-Trucks
1501 Spring.....Pso Robls-514
TURNER PAUL L 1020Park.....Pso Robls-1000
(See Advertisement This Page)

WILLYS MOTOR CARS-TRUCKS & JEEPS—
SAN LUIS OBISPO WILLYS-JEEP
205 Higuera.....Sn Luis Obspo-1202
Willys Sales & Service 6th & Spring...Pso Robls 758

PAUL L. TURNER
CADILLAC-LA SALLE
PONTIAC
PONTIAC
AUTHORIZED SALES & SERVICE
COMPLETE REPAIR SERVICE
On All Makes
1020 PARK
Paso Robles **1000**

DODGE Dependable Service PLYMOUTH
Authorized Sales & Service
Plymouth
DODGE & PLYMOUTH
SALES & SERVICE
DODGE JOB-RATED TRUCKS
BOOTH BROTHERS
OF PASO ROBLES
836-13th Paso Robles 5

KIMBALL MOTOR COMPANY
PONTIAC GMC TRUCKS
AUTHORIZED SALES & SERVICE
GASOLINE · DIESEL GMC TRUCKS
NEW CARS - USED CARS
REPAIRING ALL MAKES
Phone San Luis Obispo 2344
252 Higuera Street

HUDSON
Sales & Service
PARTS - ACCESSORIES
TIRES & BATTERIES
J. A. BARDIN
692 MARSH STREET
San Luis Obispo 1173

AUTO PAINTING
COLOR MATCHING-STRIPING

BODY & FENDER WORK
FRAME STRAIGHTENING
BRAKE SERVICE
REBORING • OVERHAUL
MOTOR TUNE-UP
CARBURETOR SERVICE

We Buy and Sell
USED CARS

Phone
San Luis Obispo 116

WILSON MOTORS
1234 BROAD

UNITED SERVICE MOTORS
LOPER & ANDERSON
Auto Electric Parts
San Luis Obispo 123
Higuera and Nipomo Streets

ED'S SERVICE

Motor Tune-up
Carburetor
Service
Automobile
Electrician

Telephone
San Luis Obispo 123
Higuera and Nipomo Street

Automobile Dealers–Used Cars

AGUEDA HENRY 401 Traffic Wy....Aroyo Grnde 91
Bill's Used Cars 1234 Broad.....Sn Luis Obspo-116

BORIACK JOHN MOTOR CO
USED CARS
Late Models Bought & Sold
High Prices Paid For Used Cars
1144 Monterey.....Sn Luis Obispo 1469

CLAASSEN'S RADIATOR SHOP
1534 Spring. Pso Robls-909-W
Collin's Walter Motor Center 461-5th.Morro Bay 4611
FAIR DAVID L 1330 Monterey....Sn Luis Obspo 978
FRENETTE'S SERVICE
S Highway.....Atascadero 355-W
GARRETT MOTORS
1219 Monterey.....Sn Luis Obspo 2476
HENRY'S WRECKING EXCHANGE
101 Hwy. Aroyo Grnde-238-F-21
Johnson Billie Mamiceto.....Atascadero 499-W
KIMBALL MOTOR SERVICE
252 Higuera.....Sn Luis Obspo 2344
McGregor Motors Co
1255 Monterey.....Sn Luis Obspo-542
Palmer Guy W Traffic Wy.....Aroyo Grnde 47
Rountree & Nye Used Cars
100 Traffic.....Aroyo Grnde-54-J
STANDARD MOTOR SALES
990 Higuera. Sn Luis Obspo-44
WILSON MOTORS 1234 Broad...Sn Luis Obspo 116
(See Advertisement This Page)

Automobile Electrical Service

AUTO ELECTRIC & BRAKE SERVICE
751 Marsh.....Sn Luis Obspo 2380-J

AUTO-LITE OFFICIAL SALES AND SERVICE

Official Auto-Lite Service Stations are fully equipped and qualified to render complete service on starting, lighting and ignition. "Auto-Lite Means Auto Life."

ELECTRIC AUTO-LITE SERVICE

"WHERE TO BUY IT"

Loper & Anderson
Higuera&Nipomo. Sn Luis Obspo-123

ED'S SERVICE Higuera & Nipomo.Sn Luis Obspo-123
(See Advertisement This Page)
HIBBARD & HIBBARD 1233 Spring..Pso Robls-220
(See Advertisement This Page)
Loper & Anderson
Higuera&Nipomo. Sn Luis Obspo-123
(See Advertisement This Page)
(Continued Next Page)

AUTOMOTIVE ELECTRIC SERVICE
SALES & SERVICE

BATTERIES
MAGNETOS
PHONE
Paso Robles 220
HIBBARD & HIBBARD
1233 SPRING

Automobile Electrical Service–(Cont'd)

Nelson & O'Hagan 641 Higuera.Sn Luis Obspo 1203-J

WALKER & BANCROFT ELECTRIC SERVICE
Complete Electrical Service
Tractor - Truck - Car
Official American Bosch
Sales & Service
1040-13th.....Pso Robls 616-R

Automobile Equipment

See Automobile Parts & Supplies Headings

Automobile Flywheel Repairing

See Automobile Repairing; also Welding

Automobile Frame Repairing

See Automobile Wheel, Axle & Frame Repairing

Automobile Generator Service

See Automobile Electrical Service

Automobile Headlight Adjusting

BORIACK BILL NASH AGCY
1005 Monterey.....Sn Luis Obspo 3

Automobile Ignition Service

See Automobile Electrical Service

Automobile Motor Rebuilding

ATASCADERO MOTOR SERVICE
101 Highway.....Atascadero 368
FAIR DAVID L 1330 Monterey....Sn Luis Obspo 978

Automobile Painting

BORIACK BILL NASH AGCY
1005 Monterey.....Sn Luis Obspo 3
Chase A E 910 High.....Sn Luis Obspo 1507-M
Langley's Paint & Body Shop
729 Spring.....Pso Robls 65
Rader's Paint & Body Shop Main....Morro Bay 4281

SERAFIN'S BODY & PAINT SHOP
H. E. "PEEWEE" SERAFIN
COMPLETE
AUTO PAINTING
AND
BODY & FENDER REPAIRING
Free Estimates - All Work Guaranteed
865 Palm.....Sn Luis Obspo-1250-J

THRESH E H INC
1101 Monterey.....Sn Luis Obspo 102
UNITED AUTO BODY Highway.....Atascadero-371
Williams Paint Shop W Branch....Aroyo Grnde 76-J
WILSON MOTORS 1234 Broad...Sn Luis Obspo 116

Automobile Paints–See Paints Headings

The men and women in the Bell System are used to meeting emergencies and they are trained and equipped to carry on in times of special need. For years they have known the test of fire, flood and storm. Always before them is the tradition that "the message must go through".

Automobile Parts & Supplies–Retail

CHEVROLET GENUINE FACTORY PARTS–
NICHOLS SID CHEVROLET
1305 Spring.....Pso Robls-786

COOPERATIVE FARMERS SUPPLY CO INC
1311 Park. Pso Robls-344
Firestone Stores 710Higuera.....Sn Luis Obspo-130
Friendly Auto Wreckers 1130-13th.....Pso Robls 4
General Auto Parts 1218 Pine.....Pso Robls 280
Loper&Anderson Higuera&Nipomo.Sn Luis Obspo-123
Mathew's Western Supply E Branch..Aroyo Grnde 12
PASO ROBLES AUTO PARTS
Auto-Lite Official Sales & Service
720-10th.....Pso Robls-505
PETERSEN AUTO PARTS
742 Marsh.....Sn Luis Obspo 1106
If no answer call.....Sn Luis Obspo 944-J
If no answer call.....Aroyo Grnde 254-F-3
Sears Roebuck & Co 879 Higuera..Sn Luis Obspo-760

STANDARD AUTO PARTS
AUTO PARTS
For Cars, Trucks & Tractors
Automotive Finishes
1085 Higuera.....Sn Luis Obspo-1200
If no answer call.....Sn Luis Obspo 564-W

Tunison Basil A 1501 Spring.....Pso Robls-14
Universal Auto Parts Co
969 Monterey. Sn Luis Obspo-1418
Western Auto Supply Co 1420 Park...Pso Robls 596
WESTERN AUTO SUPPLY CO
951 Higuera. Sn Luis Obspo-993
Sundays-Holidays call.....Sn Luis Obspo 1143-R

WESTSIDE AUTO PARTS CO
Rebuilt Motors & Transmissions
New & Used Parts
Wrecked Cars Bought & Sold
1229 Monterey.....Sn Luis Obspo-908

Bell Telephone Laboratories worked with the United States Navy during World War II in developing the PBM-3 Flying Boat, the electronic operation flight trainer which enables a 5-man bomber crew to train safely on the ground and yet experience all combat and flying conditions.

UNITED SERVICE MOTORS
AUTHORIZED SALES & SERVICE
ELECTRIC AUTO-LITE SERVICE
UNITED MOTORS & AUTO-LITE
Parts, Accessories & Supplies
For Cars - Trucks - Tractors
PASO ROBLES AUTO PARTS
720-10th **Paso Robles 505**
After 6 P.M. & Sundays & Holidays
Call Paso Robles 1127 or Paso Robles 1425

AUTO PARTS

- SHOP EQUIPMENT
- TOOLS
- DU PONT FINISHES

DUPONT

PHONE
PASO ROBLES
280

If no answer call
PASO ROBLES 697

GENERAL AUTO PARTS
1218 Pine

Automobile Parts & Supplies–Whsle & Mfrs

GENERAL AUTO PARTS 1218 Pine. . . Pso Robls 280
(See Advertisement This Page)
Mission Auto Supply Bajada Av. . . . Atascadero 393-J
Paso Robles Auto Parts 720-10th. . . . . Pso Robls-505
(See Advertisement Preceding Page)

UNIVERSAL AUTO PARTS CO
QUALITY - SERVICE - PARTS
For
ALL CARS, TRUCKS AND TRACTORS
Continuous Service
969 Monterey. . . . . Sn Luis Obspo-1418
If no answer call. . . . Sn Luis Obspo-1891-J
Or . . . . . Sn Luis Obspo-849-J

Automobile Radiator Repairing

BANK'S RADIATOR & BATTERY REPAIR SHOP
1011 Toro. Sn Luis Obspo-2184
CLAASSEN'S RADIATOR SHOP
1534 Spring. Pso Robls-909-W
Franklin Radiator Service
306½ Higuera. . . . . Sn Luis Obspo 455
(See Advertisement This Page)

Automobile Radios–See Radio Dealers

If the telephone number at your residence is listed under another's name, frequently friends do not know how to reach you. For small cost you can have a separate listing in the Telephone Directory under your own name.

RADIATOR REPAIR SERVICE

AUTOS • TRUCKS & TRACTORS

★ RECORING ★ CLEANING ★ REBUILDING

All Work Guaranteed

306
HIGUERA

SAN LUIS OBISPO
455
"One Call Does It All"

FRANKLIN RADIATOR SERVICE

Automobile Repairing

AL'S BRAKE SERVICE
Complete Auto Repair Service
Motor Rebuilding - Brake Service
Wheel Aligning - Reboring
All Work Guaranteed
1175 Monterey. . . . . Sn Luis Obspo-2234

ASHTON & WAER 1139-13th. . . . . Pso Robls 666
Ashton & Waer Motors 1139-13th. . . Pso Robls 99-W
ATASCADERO MOTOR SERV
101 Hwy. Atascadero-368
(See Advertisement Page 19)

AUTO ELECTRIC & BRAKE SERVICE
COMPLETE
AUTO REPAIRING
TUNE-UP BRAKE SERVICE
ELECTRICAL SERVICE
751 Marsh. . . . . Sn Luis Obspo 2380-J

BOOTH BROS 836-13th. . . . . Pso Robls 5
(See Advertisement Page 13)

BORIACK BILL NASH AGCY
Complete Auto and Truck Repairing
TRUCK SERVICE - WHEEL ALIGNING
FRAME STRAIGHTENING
BODY & FENDER REPAIRS - PAINTING
BRAKE SERVICE - HEADLIGHT ADJUSTING
1005 Monterey. . . . . Sn Luis Obspo-3

BORIACK JOHN MOTOR CO
1144 Monterey. . . . . Sn Luis Obspo 1469
Caccia Howard 740 D. . . . . Morro Bay-4621

CAMBRIA PINES GARAGE
COMPLETE
AUTOMOBILE—REPAIRING
BRAKE SERVICE & TOWING
WHEEL ALIGNMENT & BALANCE
We Pick Up and Deliver
CURTIS WOODLAND, Prop.
Hwy No 1. . . . . Cambria-45-M

CHEVROLET AUTHORIZED SALES & SERVICE—
NICHOLS SID CHEVROLET
1305 Spring. . . . . Pso Robls-786

COLEMAN'S RICHFIELD SERVICE STATION
316 Higuera. . . . . Sn Luis Obspo 584
Cryder F J Morro Rd & Snta Ynez. . . . . Atascadero 47
DAN & ERNIE'S GARAGE
904 High. . . . . Sn Luis Obspo 272-M
(See Advertisement Page 19)
Davis Harry E 102 Branch. . . . . Aroyo Grnde-8-R
EVANS & SON S Highway. . . . . Atascadero 85
GARRETT MOTORS
1219 Monterey. . . . . Sn Luis Obspo 2476
Highway Garage 285 Price. . . . . Pismo Bch-119
Hoover W A Santa Lucia & Portola. . . Atascadero-241
HOVE ED. Templtn-6-W
Hughes Ben General Petroleum Service Station
600 Marsh. Sn Luis Obspo-1963
JOHNSON'S AUTOMOTIVE SERVICE NO 2
Higuera & Osos. . . . . Sn Luis Obspo 2619-J
(See Advertisement Page 19)
KAMM C H & CO
Buick Specialists
1034 Monterey. . . . . Sn Luis Obspo 332

(Continued Next Page)

AUTO & TRUCK

REPAIR SERVICE

BODY REPAIR
- FRAME STRAIGHTENING
- FENDER REPAIRING
- PAINTING
- ELECTRICAL SERVICE

MOTOR REPAIR
- COMPLETE OVERHAUL
- FRONT END SERVICE
- MOTORS REBUILT
- MOTOR TUNE-UP

TOWING

24-Hour Service
PASO ROBLES
652

24-Hour Service
PASO ROBLES
652

PASO ROBLES BODY WORKS
2815 VINE ST.

- TOWING
- MOTOR TUNE-UP
- CARBURETORS
- IGNITION
- BRAKE SERVICE
- WHEEL ALIGNING

SAN LUIS OBISPO 2366

If no answer call **2812-J**

LEIGH POWERS

406 HIGUERA

COMPLETE
BODY & FENDER WORK

AUTOMOBILE PAINTING
AUTO GLASS
GENERAL REPAIRING
AND
TOWING SERVICE

O. D. PHILLIPS

UNITED AUTO BODY

101 Highway

Phone Atascadero 371

Automobile Repairing–(Cont'd)

KIMBALL MOTOR SERVICE
252 Higuera.....Sn Luis Obspo 2344

LANGAN M B BUICK GARAGE
COMPLETE
AUTOMOBILE REPAIRING
AUTO PAINTING
TIRES - BATTERIES - PARTS
Electric & Acetylene Welding
Cambria .....Cambria 2

Larsen Peter 1027 Nipomo.....Sn Luis Obspo-814
McGREGOR MOTORS CO
1255Monterey.Sn Luis Obspo-542
Mission Trail Body & Paint Shop
910 High.....Sn Luis Obspo 201-R
NETTO PETE TEXACO SERVICE
Price & Bello.....Psmo Bch 58

O'BRIEN & HOWARD GARAGE
MOTOR REPAIRING
ALL MAKES
Engine Reconditioning
7th & Spring.....Pso Robls 148-J
Residence 167-J
If no answer call.....1126-M

Ocean View Garage Main.....Morro Bay-2421
PASO ROBLES BODY WORKS
2815 Vine.....Pso Robls-652
(See Advertisement Preceding Page)
PAUL'S GARAGE
Nipomo & Monterey.....Sn Luis Obspo 2319-R
Paul's Truck & Auto Reprng Serv
Highway Templtn-19-J
Paul's Truck Service 903 Spring.....Pso Robls 302

PIMENTEL&WEAVER GARAGE
TRUCK REPAIRS
AND
MAINTENANCE
HEAVY EQUIPMENT DIESEL REPAIRS
24-HOUR SERVICE
101Hwy .....Sn Luis Obspo-1360
Residence .....Sn Luis Obspo-408-M

PIONEER GARAGE 1246 Spring....Pso Robls 169-W
POWERS LEIGH 406 Higuera....Sn Luis Obspo 2366
(See Advertisement This Page)
(Continued Next Page)

Reasonable use, prompt answering, thoughtfulness of others, are helpful to all party line users. Telephone neighbors appreciate such teamwork.

Complete AUTO SERVICE

REPAIRING & RECONDITIONING
IGNITION - CARBURETION - MOTOR
BRAKE SERVICE

STINCHFIELD'S GARAGE

1348 Railroad — PASO ROBLES **1535**

Automobile Repairing–(Cont'd)

RADER'S PAINT & BODY SHOP
COMPLETE
AUTOMOTIVE REPAIRS
AUTO PAINT SHOP
BODY & FENDER REPAIRS
Auto Towing - Day & Night Service
Main .....Morro Bay-4281
If no answer call.....Morro Bay-3051

RICHFIELD GARAGE
PISMO BEACH
MAJOR OVERHAULS
BODY & FENDER REPAIRS
PAINTING - WASHING
LUBRICATION - POLISHING
635 Price.....Pismo Bch-162

ROBERTS BROS GARAGE
Jim & Gip Roberts, Props.
AUTO BODY & FENDER
REPAIRING - PAINTING
General Repairs & Servicing
MOTOR TUNE-UP
821 Price.....Pismo Bch-33

ROUTZAHN MOTOR CO
Repairs All Makes Cars & Trucks
636Higuera .....Sn Luis Obspo-1470
SCHMIDT WM F 1628 Spring.....Pso Robls 1090
(Continued Next Page)

JOHNSON'S AUTOMOTIVE SERVICE

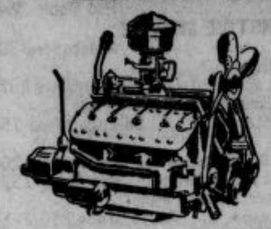
STARTERS - GENERATORS - FUEL PUMPS
MAGNETOS - CARBURETORS - ETC.
Located with Maddalena Tire Co.
HIGUERA & OSOS
SAN LUIS OBISPO 2619-J
Nights Call San Luis Obispo 973-W

Dan and Ernie
ARE
WHEEL ALIGNING
AND
WHEEL BALANCING
SPECIALISTS
COMPLETE
AUTO SERVICE - REPAIRING

Dan & Ernie's Garage

904 High — San Luis Obispo 272-M

ATASCADERO MOTOR SERVICE



MOTORS
REBUILT
AND
MOTOR TUNE-UP
REGRINDING
AND
REBORING

Phone **Atascadero 368**
On 101 Highway

WATKINS AUTO REPAIR

G. G. WATKINS, *Prop.*

GENERAL AUTO
OVERHAULING
AND
MOTOR REBUILDING

N. Riverroad — **Paso Robles 1050**

"You Wreck 'Em - We Fix 'Em"

SMITTY'S

SERVICE STATION
for
- AUTO REPAIRS
- PAINTING
- TOW SERVICE
DAY OR NIGHT

1½ Miles North of Morro Bay
Roosevelt Hwy.

MORRO BAY 2877

"You Wreck 'Em - We Fix 'Em"

Towing

AUTO REPAIRING
BODY & FENDER WORK

Phone
Paso Robles
14
Nights Call 1504

BASIL A. TUNISON
1501 SPRING

NATIONAL AUTOMOBILE CLUB
SAFETY FIRST

Automobile Repairing–(Cont'd)

Service Garage
Studebaker Authorized Sales & Service
917-12th ..... Pso Robls-35-R
SMITH RAY AUTOMOTIVE SERVICE
Highway Atascadero-385
Smitty's Service Station
Roosevelt Hwy ..... Morro Bay 2877
(See Advertisement Preceding Page)
Spink Ray 1365 Monterey ..... Sn Luis Obspo-754
Standard Auto Parts
1085 Higuera . Sn Luis Obspo-1200
Stinchfield's Garage 1348 Railroad ... Pso Robls-1535
(See Advertisement Page 18)
Sweeter's Garage Oceano ..... Aroyo Grnde 230-F-14
Thresh E H Inc 1101 Monterey .... Sn Luis Obspo-102
United Auto Body Highway Atascadero-371
(See Advertisement Page 18)
Watkins Auto Repair N Riverroad .... Pso Robls-1050
(See Advertisement Preceding Page)

WILLYS GARAGE
MOTOR REBUILDING
All Makes & Models
AUTO ELECTRICAL SERVICE
Open 7 Days a Week
526 Spring ..... Pso Robls 413-M
Night Service ..... Pso Robls 1329-J

WILSON MOTORS
COMPLETE
AUTOMOBILE REPAIRING
Brake Service
Front Axle Correcting - Lubricating
Reboring - Machining - Overhauling
Washing - Pick Up and Delivery
1234 Broad ..... Sn Luis Obspo-116

Automobile Rims
See Automobile Parts & Supplies Headings

Automobile Servicing
See Automobile Repairing

Automobile Signals
See Automobile Parts & Supplies Headings

Automobile Starter Repairing
See Automobile Electrical Service

Automobile Supplies
See Automobile Parts & Supplies Headings

AUTO TOPS
SEAT COVERS TAILORED TO ORDER TRUCK CUSHIONS

SAN LUIS OBISPO 223-W
BERRY'S TOP SHOP
in bill boriack's garage
1005 MONTEREY

Automobile Tires–See Tires Headings

Automobile Towing

AUTOMOBILE CLUB OF SOUTHERN CALIFORNIA
Highway ..... Atascadero 385
If no answer call ..... Atascadero 388-W
Automobile Club Of So Calif Emergency Road Serv
Highway ..... Atascadero 385
EVANS & SON S Highway ..... Atascadero 85
NATIONAL AUTO CLUB TOWING SERVICE—
HIGHWAY GARAGE 285 Price ... Pismo Bch-119
NATIONAL AUTOMOBILE CLUB
523-15th ..... Pso Robls 1504
NICHOLS SID CHEVROLET
1305 Spring ..... Pso Robls 786
If no answer call ..... Pso Robls 584-M
PASO ROBLES BODY WORKS
2815 Vine ..... Pso Robls-652
PIONEER GARAGE
Auto Club Of S Cal Road Service
1246 Spring ..... Pso Robls-169-W
If no answer call ..... Pso Robls 708-W
POWERS LEIGH 406 Higuera ... Sn Luis Obspo 2366
RADER'S PAINT & BODY SHOP
Auto Club of S Calif-Day & Night Service
Main ..... Morro Bay-4281
If no answer call ..... Morro Bay 3051
SMITTY'S SERVICE STATION
1 Mile & Half North Of Morro Bay
Roosevelt Hwy ..... Morro Bay 2877
Thresh E H Inc 1101 Monterey .... Sn Luis Obspo-102
TUNISON BASIL A 1501 Spring ..... Pso Robls 14
(See Advertisement Preceding Page)

Automobile Trucks
See Trucks–Motor Headings

Automobile Upholsterers

Berry's Top Shop
1005 Monterey ..... Sn Luis Obspo 223-W
(See Advertisement This Page)*
CLINE'S AUTO BODY SHOP
640 Marsh ..... Sn Luis Obspo 422
JONES SECOND HAND & UPHOLSTERY SHOP
101 Hwy ..... Templtn 6-M
PASO ROBLES AWNING CO
707 Spring . Pso Robls-646
STARR L S 830-22d ..... Pso Robls 454-M

Automobile Washing & Polishing

Emil's Chevron Station
Palm & Morro ..... Sn Luis Obspo 918-J
(See Advertisement This Page)

Hear many of the world's outstanding musical artists on the Telephone Hour—N.B.C., Monday nights.

EMIL'S CHEVRON SERVICE
STEAM CLEANING
WASHING
POLISHING
SIMONIZING
STANDARD PRODUCTS
ACCESSORIES

Prompt Service *Quality Work*
TELEPHONE
San Luis Obispo 918-J
PALM & MORRO

Automobile Welding–See Welding

Automobile Wheel, Axle & Frame Repairing

AL'S BRAKE SERVICE
1175 Monterey ..... Sn Luis Obspo 2234
BORIACK BILL NASH AGCY
1005 Monterey ..... Sn Luis Obspo 3
DAN & ERNIE'S GARAGE
Wheel Aligning & Balancing Specialists
904 High ..... Sn Luis Obspo 272-M
HUGHES BEN GENERAL PETROLEUM SERVICE STATION
Axle & Wheel Aligning Specialists
600 Marsh ..... Sn Luis Obspo-1963
SAMPLE BUD BRAKE SERVICE
721 Spring ..... Pso Robls 148-W
Smith Ray Automotive Service
Highway ..... Atascadero 385
(See Advertisement This Page)
WILSON MOTORS 1234 Broad .... Sn Luis Obspo 116

Automobile Wreckers

Dewey's Auto Wrecking
214 Higuera . Sn Luis Obspo-2142
EVANS & SON S Highway ..... Atascadero 85
FRIENDLY AUTO WRECKERS
Bert Jones & Arthur Poulter
Used Parts For Cars & Trucks
We Buy Wrecks-Running Or Not
1130-13th ..... Pso Robls-4
Henry's Wrecking Exchange
101 Hwy . Aroyo Grnde-238-F-21
PASO ROBLES SALVAGE CO
Auto&Truck Parts New&Used
We Buy&Sell Used Cars&Trucks
1132 E13th ..... Pso Robls-360
WESTSIDE AUTO PARTS CO
Auto Parts New & Used
Trucks & Cars Wanted
1229 Monterey ..... Sn Luis Obspo-908

Baby Shops

See also Children's & Infants' Garments–Retail
BILLIE'S TOY & BABY SHOP
856 Monterey . Sn Luis Obspo-2628-W
(See Advertisement This Page)
Tots & Teens 1347 Park ..... Pso Robls 310
(See Advertisement This Page)
Treasure Chest Baby Shop
1046 Chorro ..... Sn Luis Obspo 640-W

Baggage–See Luggage Headings

Bags–Burlap & Cotton

AMERICAN BAG CO 228 Harrison Oakland
(Toll) Call "Operator" for ..... Glencourt 1286

HANDY MAN or SPECIALIST
You're almost certain to find the person or firm to do the job you want done when you
LOOK IN THE
Classified
TELEPHONE SECTION

WHEEL-FRAME-AXLE
WHEEL BALANCING
Aligning & Straightening
BEE-LINE EQUIPMENT
COMPLETE
BODY & FENDER WORK

AUTO PAINTING
Finest
AUTO REPAIRING TOWING
"WRECKS REBUILT"
Atascadero 385
If no answer call **Atascadero 388-W**
RAY SMITH
AUTOMOTIVE SERVICE
101 HIGHWAY
ATASCADERO HOTEL BLOCK

BILLIE'S
TOY & BABY SHOP
San Luis Obispo's Original Baby Shop
Complete Line
INFANTS' & CHILDREN'S WEAR
GIFTS & TOYS
Telephone
SAN LUIS OBISPO **2628-W**
856 MONTEREY

TOTS & TEENS
COMPLETE LINE INFANTS' & CHILDREN'S WEAR

- TOYS & GIFTS
- IMPORTED PORTUGAL POTTERY

Phone
PASO ROBLES 310
MRS. PRICE, PROP. - 1347 PARK

Bakers–Pie–See Pies–Pastry

Bakers–Retail

ARROYO GRANDE BAKERY
104 Branch.....Aroyo Grnde-248
Atascadero Bakery Highway.....Atascadero-182
Cottage Bakery
Halcyon & Grand.....Aroyo Grnde 141-F-11
Delite Bakery & Delicatessen
The House of Quality
723 Higuera.....Sn Luis Obspo-437
Favorite Bakery Morro & Marsh..Sn Luis Obspo-1615
Jones Tyrus W 407 Cypress.....Pismo Bch-75
PASO ROBLES BAKERY
Spec Wedding-Birthday-Party Cakes
1229 Park.....Pso Robls-228
PEERLESS BAKERY
850 Higuera.....Sn Luis Obspo 1111
Plant 584 Higuera.....Sn Luis Obspo-319
Pioneer Drive-In Market
Morro & Marsh.....Sn Luis Obspo 1615
Pismo Bakery
Home Made Bread-Pies-Pastries
407 Cypress.....Pismo Bch-75

Bakers–Whsle

ARROYO GRANDE BAKERY
104 Branch.....Aroyo Grnde-248
BRADLEY R H PIES
1804 Osos.....Sn Luis Obspo 861
(See Advertisement This Page)
ELLIOTT JOHN D
Dolly Madison Cakes
364 Hathway.....Sn Luis Obspo-528
Favorite Bakery 638 Marsh.....Sn Luis Obspo-752
Peerless Bakery 584 Higuera.....Sn Luis Obspo-319
SHAW'S PEERLESS BAKERY
2205 Park.....Pso Robls 273-W
Weber Baking Co Dulzura.....Atascadero 393-R

Bradleys
PIES
AT YOUR FAVORITE GROCER AND RESTAURANTS

DELICIOUS PIES MADE FRESH DAILY
1804 Osos SAN LUIS OBISPO Phone 861

A Handy Man
FOR ANY JOB

and perhaps you want him quickly. It's easy to find the one nearest you by looking in the

Classified
TELEPHONE SECTION

Banks

Bank of America
Arroyo Grande Branch 100 Branch.Aroyo Grnde-16
Atascadero Branch Traffic Wy....Atascadero-107
Pismo Beach Branch Pomeroy.....Pismo Bch-115
Bank of America National Trust & Savings Association
Cambria Branch.....Cambria-57
Paso Robles Branch Bk of America Bg.Pso Robls-11
San Luis Obispo Branch Higuera.Sn Luis Obspo-146
Security-First National Bank of L A
799 Higuera.Sn Luis Obspo-397

Barbers

Anderson Barber Shop
953 Monterey.Sn Luis Obspo-1216
Buzz Barber & Beauty Shop
108 Branch.Aroyo Grnde-57
Cape Barber Shop 1320 Spring.....Pso Robls-1112
Colt's Barber & Beauty Shop
709-12th.....Pso Robls 79
Cosy Barber Shop 980 Montrey.Sn Luis Obspo-1858-J
Pace's Barber Shop
1017 Chorro.....Sn Luis Obspo 2964-W
Tex's Barber Shop 1210 Park.....Pso Robls-84

Barrels & Drums

McGUIRE & CO
Steel Drums-Wood Barrels-Bought-Sold
4500 Shellmound Oakland
(Toll) Call "Operator" for.....Olympic 8260

Basement Cleaning–See Rubbish Hauling

Bath Room Fixtures

Huston Plumbing Supply 1338 Railroad.Pso Robls 361

Bathing Suits–See Sportswear Headings

Baths

ONTARIO HOT SPRINGS
PismoRd.Sn Luis Obspo-7-R-2
PASO ROBLES HOT SULPHUR SPRINGS
840-11th.....Pso Robls 619
(See Advertisement Opposite Page)
Sycamore Mineral Springs
Avila Rd.Sn Luis Obspo-8-J-12

Batteries–Repairing

Banks' Radiator & Battery Repair Shop
1011 Toro.Sn Luis Obspo-2184

Make the Classified Telephone Directory your buying guide—it can save you time and effort.

Additional Listings

...for the growing-up son or daughter, for the relative or friend who lives under your roof...what nicer thought than a separate listing in the Telephone Book?

Batteries–Retail

AUTO-LITE BATTERIES—
LOPER & ANDERSON
Higuera&Nipomo.Sn Luis Obspo-123

Brown Gordon C Roosevelt Hwy.....Morro Bay 2872

EXIDE BATTERIES

Call any Exide Dealer listed below—dependable service on all makes. Their honest, accurate advice prolongs your battery's life.

Exide

When it's an Exide you start.

"FOR SERVICE CALL"
WHOLESALE
UNIVERSAL AUTO PARTS CO
969 Monterey.Sn Luis Obspo-1418
RETAIL DEALERS
CAMBRIA PINES GARAGE
HwyNo1.Cambria-45-M
LANGAN M B BUICK GARAGE.....Cambria-2
Norwalk Service Station
1088 Higuera.....Sn Luis Obspo-1913
STAR GARAGE Highway.....S Margrita-3

FIRESTONE HOME & AUTO SUPPLY
1326 Spring.....Pso Robls 405

A Directory Advertising Representative will be glad to help you prepare a Classified Directory advertisement that should be most profitable. You can reach him by calling the business office of the telephone company.

FISK BATTERIES

RECHARGING
RENTAL
Prompt, Dependable Service
ON ALL MAKES

•TIME TO RE-TIRE — Reg. U. S. Pat. Off.
"WHERE TO BUY IT"
DISTRIBUTOR
MADDALENA TIRE CO
Higuera&Osos.Sn Luis Obspo-79

HIBBARD & HIBBARD 1233 Spring...Pso Robls-220
HOVE'S TEXACO SERVICE Highway...Templtn-24
Thompson Frank W 101 Hwy.....Templtn-14-W
Upton's Service Station
1919 Broad.Sn Luis Obspo-132
WESTSIDE AUTO PARTS CO
1229Monterey.Sn Luis Obspo-908
WILSON MOTORS 1234 Broad...Sn Luis Obspo 116

Batteries–Whsle & Mfrs

GENERAL AUTO PARTS 1218 Pine...Pso Robls 280
HOBBS BATTERIES—
STANDARD AUTO PARTS
1085 Higuera.Sn Luis Obspo-1200

Bearings–Ball & Roller

Philpott George M Co 1160 Bryant San Francisco
(Toll) Call "Operator" for.....Hemlock-5475

The Telephone Hour's "Great Artist Series" brings to you world-famous musicians every Monday evening.

PASO ROBLES
HOT SULPHUR SPRINGS and MUD BATHS
My Treatment for Rheumatism, Arthritis, Sacro-Iliac, Strain, Sciatica, Nervous and Other Disorders Is Unexcelled in Its Results.
SWEDISH AND SCIENTIFIC MASSAGE
PHYSIO-THERAPY
840-11th Street Paso Robles 619

Ruby's BEAUTY SALON

DOROTHY ANDERSEN, *Owner*

Artists in Coiffures!

Specializing in
PERMANENT WAVING &
HAIR STYLING

684 HIGUERA

San Luis Obispo 464

Irene's BEAUTY SALON

COMPLETE BEAUTY SERVICE

Specializing in
COLD WAVES

Ruby Silva
Hazel Erbe

Phone
SAN LUIS OBISPO
810

1129 CHORRO

Beauty Shops

ANDERSON HOTEL BEAUTY SALON
963 Monterey . Sn Luis Obspo-964
Artistic Beauty Shop 517-13th . . . . . Pso Robls-1011
Beaute Art Salon 780 Toro . . . . . Sn Luis Obspo 324
(See Advertisement This Page)

BEAUTY NOOK
COMPLETE
BEAUTY SERVICE
Specializing in
Cold Waves - Permanent Waving
and
Hair Styling
1220 Morro . . . . . Sn Luis Obspo 2257

(Continued Next Page)

Plan your shopping with the Classified Telephone Directory.

ELITE BEAUTY SALON

Complete Beauty Service
Specializing in
COLD WAVES
Machine - Machineless
PERMANENTS
Complete Line of
DERMETIC COSMETICS
Lorraine Barber
PHONE
San Luis Obispo 601
1120 MORRO SAN LUIS OBISPO

COMPLETE BEAUTY SERVICE

Phone
PASO ROBLES
48

PAULINE LENARD
Prop.

COLONIAL BEAUTY SALON
817 - 12TH ST.

Hair Styling . .
PERMANENTS
COLD WAVES
TINTING
"Plenty of Parking Space"

Telephone San Luis Obispo 324
BEAUTE ART SALON
780 TORO

Beauty Shops—(Cont'd)

Betty's Beauty Shop Ketch Bldg Atascadero-36
Buzz Barber & Beauty Shop
108 Branch . Aroyo Grnde-57
Collett Beauty Shop Grand Av . . Aroyo Grnde 138-F-4
COLONIAL BEAUTY SALON 817-12th . Pso Robls-48
(See Advertisement Opposite Page)
COLT'S BARBER & BEAUTY SHOP
709-12th . . . . . Pso Robls 79
ELITE BEAUTY SALON
1120 Morro . . . . . Sn Luis Obspo 601
(See Advertisement Opposite Page)
Gratton Florence Beauty Shop
1037 Chorro . Sn Luis Obspo-875
Helen's Beauty Salon Traffic Wy . . . . . Atascadero 146
IRENE'S BEAUTY SALON
1129 Chorro . Sn Luis Obspo-810
(See Advertisement Opposite Page)
Kathleen's Beauty Studio
N Highway . . . . . Atascadero 19
Mabel's Beauty Shop 121 W Branch . Aroyo Grnde 28-J
Maeco's Beauty Shop 101 Hwy . . . . . Nipomo 2361
Marguerite's Beauty Salon 810 Price . . Pismo Bch-27-J
Mazur Beauty Shop Hwy Cambria-67
McBride's Beauty Shop 1208 Pine . . . . Pso Robls 548
Myrtle's Beauty Shop 1238 Park . . . . . Pso Robls-282
Neshe Beauty Shop 1072 Mill . . . . Sn Luis Obspo-2038
OLLIE'S BEAUTY SALON
Helen Rose-Proprietor
1112 Garden . . . . . Sn Luis Obspo-737
Pat's Beauty Shop
H F Ramsey Prop
5th . . . . . Morro Bay 2191
Ruby's Beauty Salon 684 Higuera . . Sn Luis Obspo 464
(See Advertisement Opposite Page)
St Moritz Beauty Studio 614-13th . . . . Pso Robls-312
SALLY'S BEAUTY SALON
Beatrice Pike-Proprietress
1111 Spring . . . . . Pso Robls-87
Shaffer's Beauty Shop 320 Hinds Av . . Pismo Bch-166
Shandon Beauty Shop Shandon . . . . Pso Robls-30-F-13
Smyer Wm F 424 Pomeroy . . . . . Pismo Bch 219

TANDY'S BEAUTY SHOP
PISMO BEACH
"For Particular People"
Specializing in
HELENE CURTIS COLD WAVE
836 Price . . . . . Pismo Bch-348

Templeton Beauty Shop Highway . . . . . Templtn 19-W
Vanity Box
Edith Millard-Owner
1336 Spring . . . . . Pso Robls-221
YOUNG'S BEAUTY SHOP
New Location Fremont Theatre Bldg
1037 Monterey . . . . . Sn Luis Obspo-391

Beer & Ale Distrs

ACME BEER—
COCA-COLA BOTTLING CO
Higuera . . . . . Sn Luis Obspo 804

BUDWEISER BEER—
JORDANO'S INC
1321 Carmel . . . . . Sn Luis Obspo 1253

Burgermeister Distr TrafficWy&Honda . Atascadero-94
COCA-COLA BOTTLING CO
Acme Beer-Distributors
846-9th . . . . . Pso Robls 241
FORTINI LOUIS C
Wieland's-Rainier-Schlitz
Lucky Lager & Pabst Beer
Grape Gold-Petri Wines
S Highway . . . . . Pso Robls 1049-W
Fortini Louis C 65 Higuera . . . . Sn Luis Obispo 1934-W

Beer & Ale Distrs—(Cont'd)

GOLDEN GLOW BEER—
MAUGHAN BROS 101 Hwy . . . Sn Luis Obspo-1413

HAMM'S BEER—
WIEDERSHEIM & LANGDON
304 Higuera . . . . . Sn Luis Obspo 293

JORDANO'S INC 1321 Carmel . . . Sn Luis Obspo 1253

LUCKY LAGER BEER—
FORTINI LOUIS C S Highway . . Pso Robls 1049-W
JORDANO'S INC
1321 Carmel . . . . . Sn Luis Obspo 1253

Maughan Bros 101 Hwy . . . . . Sn Luis Obspo-1413

MAUGHAN'S WHOLESALE
DISTRIBUTOR
REGAL PALE
BEER
2138 Spring . . . . . Pso Robls-598

PABST BLUE RIBBON BEER—
WIEDERSHEIM & LANGDON
304 Higuera . . . . . Sn Luis Obspo 293

RAINIER BEER—
WIEDERSHEIM & LANGDON
304 Higuera . . . . . Sn Luis Obspo 293

SCHLITZ BEER—
FORTINI LOUIS C S Highway . . Pso Robls 1049-W

WIEDERSHEIM & LANGDON
304 Higuera . . . . . Sn Luis Obspo 293
(See Advertisement This Page)

WIELAND'S BEER—
FORTINI LOUIS C S Highway . . Pso Robls 1049-W

Beer Parlors

AMAPOLA CLUB 861 Palm . . . . . Sn Luis Obspo 1975
BUDWEISER TAVERN
1032 Chorro . Sn Luis Obspo-1935
Buoy Cafe . . . . . Cayucos 22-W
Dalessi Henry C
Rainier Bar
999 Monterey . . . . . Sn Luis Obspo-190-W
Drake's Place . . . . . S Margrita 51
FREITAS GEO A BANK EXCHANGE
686 Higuera . Sn Luis Obspo-1195
IDAHO CLUB 400 Cypress . . . . . Pismo Bch 161
Knotts R F 101 Hwy . . . . . Nipomo 2451
Olgiati Robert 1019 Court . . . . . Sn Luis Obspo-1055
Tommy-Gene 1240 Pine . . . . . Pso Robls 516-W
WALDORF CLUB 547 Cypress . . . . . Pismo Bch-91

BEER
and
ALE
RAINIER - HAMM'S
PABST BLUE RIBBON

Distributors
WIEDERSHEIM & LANGDON
San Luis Obispo 293 304 Higuera

Belting–Mechanical

Philpott George M Co
V-Belts & Anti Friction Bearings
1160 Bryant San Francisco
(Toll) Call "Operator" for.....Hemlock-5475

Bendix Automatic Home Laundry

Look on "W" pages under
"Washing Machines–Dealers"

Bestile Wall Sheets

Look on "T" pages under
"Tile–Non-Ceramic Contractors & Dealers"

Beverage Fountain Shops

Tiny's Fountain Service 101 Hwy.....Atascadero 297

Beverages–Non Alcoholic

COCA-COLA BOTTLING CO
Higuera.....Sn Luis Obspo 804
JUILLARD INC
228 Snta Barbara.....Sn Luis Obspo 1248
SEVEN UP BOTTLING CO
1022 Leff.....Sn Luis Obspo 1443

Bicycles–Retail

San Luis Cyclery 1239 Monterey..Sn Luis Obspo-876
(See Advertisement This Page)

Billiard Parlors

Beach Billiards 335Cypress.....Pismo Bch-214
Carl's Billiards 831-13th.....Pso Robls 1529-J
Cottle Pool Hall 223 Pomeroy.....Pismo Bch-163
Nelson & Dresser 811-12th.....Pso Robls-151-J
Red Rooster 501 Cypress.....Pismo Bch-186
Red's Place 1817 Osos.....Sn Luis Obspo-1857
Stag Billiard Parlor 956 Monterey Sn Luis Obspo-202

FOUR THOUGHTFUL ITEMS
OF TELEPHONE PROCEDURE—

1. Please answer promptly.
2. Please be on the line when the party you want answers.
3. Please speak distinctly and without hurrying, with the lips close to the mouthpiece.
4. Please replace the receiver gently when through talking.

SCHWINN
BICYCLES
Harley Davidson
Motorcycles
Complete Stock of Parts & Accessories
REPAIRING
San Luis Obispo
876
SAN LUIS CYCLERY
1239 MONTEREY

Blacksmiths

Cuendet F 1304 Railroad.....Pso Robls-130-J
Moore Geo H State Hwy.....Atascadero-52
Naylor James C 666 Upham....Sn Luis Obspo-448-W
Paso Robles Agr Wks 1204 Railroad.Pso Robls-35-W
Schnyder J J 316 Branch.....Aroyo Grnde-49

Blinds–See Venetian Blinds Headings

Boat Builders & Repairers

Beck Bros Boat Shop Oceano...Aroyo Grnde 231-F-3

Boat Dealers

HARBOR BOAT WORKS S Main....Morro Bay 3581

HORTON R C BOATS 'N' STUFF
BOATS 'n' STUFF
MARINE SUPPLIES
OUTBOARD MOTORS
SHIP CHANDLERS
Catering to Sport and Commercial Boatmen
355-6th.....Morro Bay-4461

McBEE F H 1131 Broad.....Sn Luis Obspo 2525

Boats–Charter

Kline's Landing 4th.....Morro Bay 4131

Boiler Equipment & Supplies

KEENE'S PLUMBING & HEATING SERV
3045 Park.....Pso Robls 655-J

Boiler Repairing

East Side Boiler Works 636-3d Oakland
(Toll) Call "Operator" for.....Templebar 7415
Parker E R Boiler Works
514 Higuera.Sn Luis Obspo-2056

Boilers–Mfrs & Distrs

Advance Machinery Company Of The Pacific
138 Tunitas Av.....Atascadero 494

Bolts & Nuts

Payne's Bolt Works
Since 1871 Mfrs Bolts Nuts & Rivets
201 Main S F
(Toll) Call "Operator" for.....Sutter 8200

Bonds–Investment–See Investments

Book Dealers

Armstrongs Book Shop 608-12th.....Pso Robls 608
Butler's Book Store 1040 Chorro.Sn Luis Obspo 867-W

Bookkeeping Service

BOYCE J EARLE
Bank of America Bldg.Sn Luis Obspo-886

Bottlers

Brooks Truman 846-9th.....Pso Robls-309
Coca-Cola Bottling Co 846-9th.....Pso Robls 241
Nehi-RC Cola Bottling Co
120 Higuera.Sn Luis Obspo-2115

All large guns of the United States Navy are pointed by radars designed by Bell Telephone Laboratories and made by the Western Electric Company.

Bowling Alleys

Brunswick Bowling Center
1329 Spring.....Pso Robls 309-R
El Camino Bowl 1115 SntaRosa...Sn Luis Obspo-338
(See Advertisement This Page)
Pismo Bowl Pomeroy.....Pismo Bch-191

Brake Service

AL'S BRAKE SERVICE
1175 Monterey.....Sn Luis Obspo 2234
(See Advertisement This Page)
Auto Electric & Brake Service
751 Marsh.....Sn Luis Obspo 2380-J
BORIACK BILL NASH AGCY
1005 Monterey.....Sn Luis Obspo 3
CAMERON'S BRAKE & WHEEL ALIGNMENT
3011 Spring.....Pso Robls 170-W
GARRETT MOTORS
1219 Monterey.....Sn Luis Obspo 2476
Master Brake Service 565 Higuera.Sn Luis Obspo-525
SAMPLE BUD BRAKE SERVICE
721 Spring.....Pso Robls 148-W
WILSON MOTORS 1234 Broad...Sn Luis Obispo 116

Brick–Common, Face, Etc

Jones & Peterson 949 Buchon.....Morro Bay 3191
Peterson Harold D 949 Buchon.....Morro Bay 3191

SAN LUIS BRICK WKS
Manufacturers of
RED BRICKS - CEMENT BLOCKS
Masonry and Tile Contractors
Estimates Given
2900 S Broad.....Sn Luis Obspo-997

Broadcasting Stations

See Radio Broadcasting Companies & Stations

Brokers–Grain–See Grain Brokers

Brokers–Grocery Products

See Food Products Brokers

Brokers–Insurance

See Insurance Agents & Brokers

Brushes

Fuller Brush Co S Highway.....Sn Luis Obspo-2128

Builders–See Contractors–Building

Building & Loan Associations

Atascadero Guarantee Building-Loan Assn
Highway.Atascadero-147
Guarantee Bldg-Loan Assn
1127Garden Sn Luis Obspo-362
Paso Robles Mutual Building&Loan Assn
1211Park.Pso Robls-613

Radar ranks high in the top bracket of new instruments that brought victory to the Allies. It was developed through years of research and experiment, chiefly in the United States and Great Britain. Scientists of Bell Telephone Laboratories and workers of Western Electric Company developed and supplied our Government with more radar equipment than any other supplier.

Building Materials

BUILDERS MARKET 1115-13th.....Pso Robls-277
HAYWARD HOMER T LUMBER CO
12th&Riverside.Pso Robls-73
MADONNA LUMBER CO
581 Higuera.....Sn Luis Obspo 99
Mineau & Loomis Lumber Co
405 Branch.Aroyo Grnde-262
Pac Coast Lumber Co Of Calif
410 Branch.....Aroyo Grnde-33
PAC COAST LUMBER CO OF CALIF
271Higuera.Sn Luis Obspo-1420
SAN LUIS MILL & LUMBER CO
246 Higuera.Sn Luis Obspo-624
SOUTHERN PACIFIC MILLING CO
Snta Barbara Av.Sn Luis Obspo-2200

Buildings–See Office Buildings

Bulbs–See Seeds & Bulbs–Retail

BOWL *For Health Recreation Relaxation*

San Luis Obispo
338
LUNCH COUNTER
IN CONNECTION
LOCKER FACILITIES
EL CAMINO
Bowl
1115 SANTA ROSA
SAN LUIS OBISPO

AL'S BRAKE SERVICE
BRAKES
RELINED
AXLE, WHEEL ALIGNING & BALANCING
COMPLETE AUTO REPAIRS
All Work Guaranteed
Phone
SAN LUIS OBISPO 2234
1175 MONTEREY

CABINET MAKER
HOME AND OFFICE
CABINETS & FIXTURES
STORE FIXTURES
WINDOW GLASS
Call Paso Robles 289
WESTERN CABINET WORKS
Jean Dupertuis
1000 Park St. Paso Robles

CABINET WORK
Anything in Wood
CUSTOM BUILT
WINDOW FRAMES & SCREENS
KITCHEN CABINETS
MEDICINE CASES & MIRRORS
IRONING BOARDS
Store & Office Fixtures
Walk-in Ice Boxes
Store & Restaurant Remodeling
A. L. ADAMS & SON
CABINET SHOP
1026 Riverside Paso Robles 177-W

CABINET WORK
WOOD PRODUCTS
CUSTOM BUILT
FURNITURE
Millwork for All Types
• SCREENS
• SCREEN DOORS
• STORE & RESTAURANT EQUIPMENT
CALL
ATASCADERO 247
LOCKE CABINET SHOP
N. HWY ATASCADERO

To Find an Authorized
Sales and Service Dealer
When you want the "genuine" in a nationally-advertised product or service
LOOK IN THE
YELLOW PAGES
They Tell "Where to Buy It"

Bus Lines

GREEN BUS SERVICE
692 Marsh. Sn Luis Obspo-1173
Greyhound Bus Depot 102 Bridge. . . Aroyo Grnde-2-W
Greyhound Bus Depot Highway. Atascadero-237
Greyhound Bus Depot 720-11th. . . . . Pso Robls-242
Greyhound Bus Depot Price & Pismo. . . . Pismo Bch-51

GREYHOUND LINES

SERVING ALL AMERICA — GREYHOUND

Providing a Frequent, Convenient and Comfortable Service At Low Fares
"FOR INFORMATION CALL"

ARROYO GRANDE
Greyhound Bus Depot 102 Bridge. Aroyo Grnde-2-W

ATASCADERO
Greyhound Bus Depot Highway. . . . Atascadero-237

MORRO BAY
Leiter's Pharmacy 5th. . . . . Morro Bay-2831

PASO ROBLES
Greyhound Bus Depot 720-11th. . . . Pso Robls-242

PISMO BEACH
Greyhound Bus Depot Price & Pismo. Pismo Bch-51

SAN LUIS OBISPO
Pacific Greyhound Lines
1009 Monterey. Sn Luis Obspo-24

SANTA MARGARITA
Pennington's Grocery Highway. . . . . S Margrita-22

Pac Greyhound Lines 1009 Monterey. Sn Luis Obspo-24

Business Opportunity Brokers

Griswold E R 731-12th. . . . . Pso Robls 1510

Butane—See Liquefied Petroleum Gases

Butchers—Retail—See Meat—Retail

Butchers—Wholesale—See Meat—Whsle

Cabinet Makers

Adams A L & Son Cabinet Shop
1026 Riverside. . . . . Pso Robls-177-W
(See Advertisement This Page)
Barba's Cabinet Shop 411-12th. . . . . Pso Robles 198
Bouton Cabinet & Glass Shop
Del Rio Av. Atascadero-255
Heim T B Hardwood Mfg
Mfr of Hardwood Articles
3803 Spring. . . . . Pso Robls 1516-J
Locke Cabinet Shop N Highway. . . . . Atascadero 247
(See Advertisement This Page)
Lord's Cabinet Shop Fair Oaks. . Aroyo Grnde 137-F-4

RAUCH'S CABINET & REPAIR SHOP
FIXTURES & CABINETS
Homes - Stores - Restaurants
UPHOLSTERY
821-21st. . . . . Pso Robls 966

Scott's Cabinet Shop Grand Av. . Aroyo Grnde 138-F-3
Sligh's Cabinet Shop South C. . . . . Morro Bay 2111
Western Cabinet Works 1000 Park. . . . Pso Robls-289
(See Advertisement This Page)

Cactus—See Nurseries Headings

Cadillac-LaSalle Sales & Service

Look on "A" pages under
"Automobile Dealers—New Cars"

Cafeterias—See Restaurants

Calculating Machines

See Adding & Calculating Machines Headings

Calendars

HALL SIGN & ADVERTISING SERVICE
1348 Monterey. . . . . Sn Luis Obspo 2583

Cameras

See Photographic Equipment & Supplies Headings

Candy—See Confectioners Headings

Capehart Phonograph-Radio Combinations

Look on "R" pages under "Radio Dealers"

Carpenters

Ransdell R R Pier. . . . . Pismo Bch-31-Y-5

Carpet Cleaners

See Rug & Carpet Cleaners

Cash Registers

National Cash Register Co
1016 Court. Sn Luis Obspo-1380
Walker R G
Egry Autographic Registers
785 Marsh. . . . . Sn Luis Obspo 681-W

Cattle Dealers—See Livestock

Cement Contractors

See Contractors—Concrete

Cemeteries & Memorial Parks

Cayucos Morro Bay Cemetery. Cayucos-34-Y-12
Odd Fellows Cemetery & Mausoleum
Highway. Sn Luis Obspo-960

Have you heard "The Telephone Hour" radio program recently? Guest artists of the music world bring you weekly programs of outstanding musical interest.

Who
SELLS IT?
When a specific product or service is needed and there is an uncertainty as to who sells it
THE
Classified
TELEPHONE SECTION
Will Direct You

Cesspool Building & Service

COALWELL ROY 2029 Pine. . . . . Pso Robls 1036-W
Harsh F Elmer 1745 Pine. . . . . Pso Robls 278-J
Kurfess C A Highway. . . . . Cambria 72-J
(See Advertisement This Page)
SAN LUIS SANITATION SERVICE
See Our Advertisement Under Septic Tanks
1130 Leff. . . . . Sn Luis Obspo 1124

Chair Repairing

See Furniture Repairing & Refinishing

Champagne—See Wines Headings

Chevrolet Authorized Sales & Service

Look on "A" pages under
"Automobile Dealers—New Cars"

Children's & Infants' Garments—Retail

BILLIE'S TOY & BABY SHOP
856 Monterey. Sn Luis Obspo-2628-W
Chambers Dress Shop 1214 Park. . . . . Pso Robls 74
MARION'S YARN & INFANTS WEAR SHOP
1322 Spring. . . . . Paso Robls 339-M
RILEY'S 749 Higuera. . . . . Sn Luis Obspo 36
Tots & Teens 1347 Park. . . . . Pso Robls 310

Chiropodists

Dunford Wm H 997 Monterey. . . Sn Luis Obspo 104-W
If no answer call. . . . . Sn Luis Obspo 104-R
Rose T A 1231 Garden. . . . . Sn Luis Obspo-145

There are 6,156 telephone companies serving the United States.

CESSPOOLS
AND SEPTIC TANKS
WE EMPTY, CLEAN,
REPAIR & INSTALL TANKS
See Our Ad Under Septic Tanks
MODERN EQUIPMENT - ESTIMATES GIVEN
CHRIS KURFESS
Phone CAMBRIA 72-J
Box 72 Cambria

Additional Listings
. . . for the growing-up son or daughter, for the relative or friend who lives under your roof . . . what nicer thought than a separate listing in the Telephone Book?

CHIROPRACTOR

Modern Methods and
Individual Attention
Get Real Results

Licensed by State Board

Office & Home Calls by Appointment

All Types of Scientific
Drugless & Electrical Treatments
Including Physical Therapy
Short Wave • Ultra Violet

Telephone
Paso Robles
223

DR. LENORD E. POE

303-16TH ST. **PASO ROBLES**

DR. W. H. OLIVER

Chiropractor

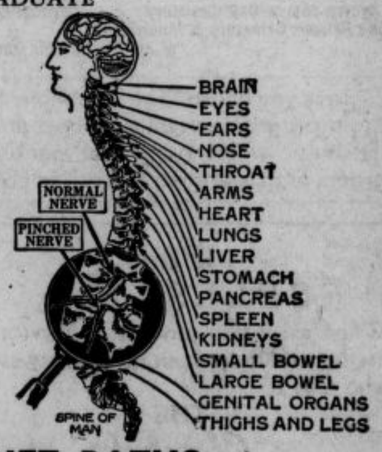
PALMER SCHOOL GRADUATE

X-RAY SERVICE

NEUROCALOMETER SERVICE

SHORT WAVE DIATHERMY

COLONIC IRRIGATION



The **HOWARD CABINET BATHS**
LADY ATTENDANT
SAN LUIS OBISPO 988
1303 GARDEN ST.

Chiropractors

JONES WM A 1138 Chorro.....Sn Luis Obspo-722
OLIVER W H 1303 Garden.....Sn Luis Obspo 988
(See Advertisement Opposite Page)
Poe Lenord E 303-16th.....Pso Robls-223
(See Advertisement Opposite Page)
Poe & Poe 303-16th.....Pso Robls-223
Poe Rudolph A
Drugless Specialist
657 Marsh.....Sn Luis Obspo-344
WALKER EARL T 1947 Spring.....Pso Robls-754
(See Advertisement This Page)
Zimmer Bertha S Hwy.....Atascadero 123-W

Christian Science Practitioners

Christian Science Reading Room
1126 Morro.....Sn Luis Obspo 1939-W
Meyer Kate Mrs
Mem 1st Ch. Christ Sci in Boston
1318 Garden.....Sn Luis Obspo-215
Moes Laura C 2945 Spring.....Pso Robls-957
Sweatt Theo Mrs 67 Benton Wy..Sn Luis Obspo 2725

Churches & Church Organizations

Assembly Of God Church.....Templeton-29-J
Baptist Church 17th&Park.....Pso Robls-1512-W
Catholic Church 128 W Branch.....Aroyo Grnde-83
Catholic Church 512-13th.....Pso Robls-207
Catholic Church Pismo.....Pismo Bch-109
Catholic Rectory Cayucos-21
Church of Christ 879 Marsh.....Sn Luis Obspo 1126
Community Church.....Aroyo Grnde 223-F-23
FIRST BAPTIST CHURCH
Rev C L Oldfield-Pastor
Osos&Pacific .....Sn Luis Obspo-2425
Residence .....Sn Luis Obspo-2116
First Mennonite Church 736-24th..Pso Robls 1036-J
Grace Tabernacle Osos&Pismo.....Sn Luis Obspo-976
(See Advertisement This Page)
Lutheran Church 905 Vine.....Pso Robls-244-W
Lutheran Church
Rev Walter Loretz
867 Pacific.....Sn Luis Obspo 2602
Lutheran Service Center 845-13th...Pso Robls-1089
Methodist Church
Rev Edwin E Krapf
884 Pacific.....Sn Luis Obspo-2364-W
Methodist Church
Rev Carl J Allen
1326 Oak.....Pso Robls 191
Old Mission The 782 Monterey....Sn Luis Obspo-667
Presbyterian Church Bridge.....Aroyo Grnde 124
Presbyterian Church
Frederick J Hart-Rev
981 Marsh.....Sn Luis Obspo 1437
St James Episcopal Church 1345 Oak..Pso Robls-194
St Stephens Episcopal Church
Rectory 1334 Nipomo.....Sn Luis Obspo 1864
Guild Hall Pismo & Nipomo.Sn Luis Obspo 1442-W

Cigarettes—Whsle & Mfrs

JUILLARD-COCKCROFT
230 Snta Barbara Av.Sn Luis Obspo-93

Cigars—Mfrs

Welch Bros Cigar Factory
Box Trade Solicited
855 Monterey.....Sn Luis Obspo 2037-J

In 1869, Elisha Gray and Enos Barton, with a half-dozen foot-lathes and a handful of skilled workmen, opened their shop which grew into the Western Electric Company of today, the manufacturing, purchasing and supplying unit of the Bell System.

MODERN HEALTH METHODS

Scientific Treatment

- Complete Adjustments
- Electro-Therapy
  - Diathermy
  - Sinusoidal
  - Galvanic
  - Ultra-violet
  - Infra-red
- Corrective Diets
- Manipulation & Massage

COLONIC IRRIGATIONS
By the Modern Dierker Method

DR. EARL T.
WALKER D.C.
Hours 9 A.M. to 5 P.M. - Evenings by Appointment

1947 SPRING STREET
Phone
Paso Robles 754
Residence Telephone Paso Robles 734-W

GRACE TABERNACLE

LEROY PERSSON
Pastor

RADIO BROADCAST
SUNDAY .....11 A.M. to Noon
TUESDAY & THURS. 7:30 to 7:45 A.M.

SERVICES
SUNDAY .....11 A.M. & 7:30 P.M.
WEDNESDAY .....7:30 P.M.

Osos & Pismo Streets San Luis Obispo 976

Cigars & Tobacco–Retail

Amapola Club 861Palm.....Sn Luis Obspo-1975
Annabelle Smoke Shop
190Higuera.Sn Luis Obspo-1927
Bernard's Cigar Store
1814 Osos.....Sn Luis Obspo-1318-W
Doodle Den 5th & Main.....Templtn 28
Duke's Smoke Shop 737-12th.....Pso Robls-338
Kluver F 726 Higuera.....Sn Luis Obspo-394-J
Railroad Cigar Store
1006 Railroad Av.Sn Luis Obspo-1405
Tim's Cigar Store 1318 Spring.....Pso Robls-339-W
United Cigar Store 998Higuera...Sn Luis Obspo-853

Memory plays tricks. If in doubt about a telephone number, please look it up in the Directory.

Cigars–Whsle

Glaser Bros 735 Marsh.....Sn Luis Obspo 1600
JUILLARD-COCKCROFT
230 Snta Barbara Av.Sn Luis Obspo-93

City Government Offices

See Alphabetical Directory Under "Name of City"

Cleaners–Carpet

See Rug & Carpet Cleaners

Cleaners & Dyers

Atascadero Cleaners Hwy.....Atascadero-139
CALIFORNIA CLEANERS
CASH & CARRY
All Types of
REPAIRS & ALTERATIONS
WE NOW DO DYEING
QUALITY WORK
OPEN DAILY 8 TO 6 PM
332 Hinds.....Pismo Bch-84
Dicy's Tailor Shop 1322 Park.....Pso Robls 1084
ECONOMY CLEANERS & LAUNDRIES
23d&Spring.Pso Robls-720
(See Advertisement This Page)
F & M Cleaners & Hatters
311 Cypress.....Pismo Bch 57-W
Fletcher Cleaners 709 Higuera...Sn Luis Obspo 2169
(See Advertisement This Page)
HI-WAY CLEANERS
Mission Laundry Agency
101Highway .....Pismo Bch-124
HOME LAUNDRY CO 1323 Morro..Sn Luis Obspo-70
Liberty Cleaners 727 Marsh.....Sn Luis Obspo-2290
Martha's Cleaners 127 Branch...Aroyo Grnde-131-W
MORRO BAY CLEANERS
Coy S House
Main .....Morro Bay-2776
NU-WAY CLEANERS
WE RESTORE THE
CHARM OF FRESHNESS
1427 Spring.....Pso Robls 39
Pamar Mfg Co E Branch.....Aroyo Grnde 114-W
PARK DRY CLEANING WORKS
Call & Deliver-J Wilson-Owner
735-12th .....Pso Robls 727-W
PASO ROBLES LAUNDRY & DRY CLEANING
1344 Pine.....Pso Robls-315
Perfect Method Cleaners 983 Osos.Sn Luis Obspo-1787
QUALITY CLEANERS 109 Branch..Aroyo Grnde-280
San Luis Cleaners 1124 Broad.....Sn Luis Obspo-898
Spotless Cleaners 403 Higuera....Sn Luis Obspo-517
Strong's Cleaning Wks 659 Higuera.Sn Luis Obspo-236
Vapor Cleaning Works 1344 Pine.....Pso Robls-315
WARDROBE THE 1137Garden...Sn Luis Obspo-892

Cleaners–Hat–See Hats–Renovators

Cleaners–Upholstery

See Upholstery Cleaners

Clergymen

Haeuser Theo F 905 Vine.....Pso Robls 244-W
Hart Frederick J 981 Marsh....Sn Luis Obspo-1437
If no answer call.....Sn Luis Obspo-598-W
PERSSON LEROY Osos & Pismo..Sn Luis Obspo 976
If no answer call.....Sn Luis Obspo-883-W

Clinics

FRENCH CLINIC 1170 Marsh....Sn Luis Obspo 478
If no answer call.....Sn Luis Obspo 73

Clocks

HALL SIGN & ADVERTISING SERVICE
Neon Electric Clocks
1348 Monterey.....Sn Luis Obspo 2583

Clocks–Repairing

CLOCK SHOP
Clocks Repaired Exclusively
8-Day - Mantel - Alarm
Electric
Commercial Clocks
ALL WORK GUARANTEED
S Highway.....Atascadero 489-W

Clothing–Boys', Retail

GENARDINI'S MENS WEAR
779 Higuera.Sn Luis Obspo-1362

Clothing–Men's–Retail

See also Men's Furnishings–Retail
GENARDINI'S MENS WEAR
779 Higuera.Sn Luis Obspo-1362
If no answer call.....Sn Luis Obspo-2780
Green Bros 871 Monterey.....Sn Luis Obspo-724
Hub The E Branch.....Aroyo Grnde-50
LENZNER'S 627-12th.....Pso Robls 761
Schulze Bros 782 Higuera.....Sn Luis Obspo-364-J
Squires Mens Wear 745-12th.....Pso Robls-151-W
WICKENDEN'S 837 Monterey...Sn Luis Obspo-1511
Zeyen W H E Branch.....Aroyo Grnde-98-W

Clothing–Used

PISMO TRADING CENTER
306 Ocean Vw.....Pismo Bch 198

Clubs

Auto Club of So Calif
1134 Monterey.Sn Luis Obspo-1480
BROWN'S SPORT CENTER
986 Monterey.....Sn Luis Obspo 390
FUN HOUSE Pomeroy.....Pismo Bch-131
Morro Bay Club 5th.....Morro Bay-4311
TEN-TWENTY-THREE CLUB
1023 Morro.Sn Luis Obspo-1170
Ten Twenty-Three Club
1023 Morro.....Sn Luis Obspo 1941

Coal & Coke Dealers–Retail

Oakchar Products Corp 17th.....Pso Robls-120

Cocktail Lounges

Anchor
See Our Adv Under Night Clubs
Pomeroy Av.....Pismo Bch 345
Berta's 860 Monterey.....Sn Luis Obspo-745
BLUE BELL COFFEE SHOP
978 Monterey.....Sn Luis Obspo-1930
BREAKER'S CAFE Market & 5th....Morro Bay-2431
Brown's Sport Center 986 Monterey.Sn Luis Obspo 390
Bud & Bills 112 Branch.....Aroyo Grnde 285
BUDWEISER TAVERN
1032 Chorro.Sn Luis Obspo-1935
Carlton Hotel Hwy.....Atascadero-177
CARVAO'S 1022 Morro.....Sn Luis Obspo 1866
Colombo Cafe & Cocktail Lounge
1232 Pine.Pso Robls-365
CORAL ISLE 958 Monterey.....Sn Luis Obspo 210

Cocktail Lounges–(Cont'd)

DANTES 955Higuera.....Sn Luis Obspo-2197
ESTRELLITA 964Monterey.....Sn Luis Obspo-96
F M'S
Dancing-Cocktail Lounge
Charlie Langdon-Manager
101 Hwy.....Sn Luis Obspo 1912
Fountain Inn Cafe & Cocktail Lounge
101 Hwy.....Sn Luis Obspo 1090
GOLD ROOM 897Monterey.....Sn Luis Obspo-1324
HAPPY JACKS 6th & Main.....Morro Bay 3761
Hi-Hat Cocktail Lounge Hwy.....Atascadero 164
Hotel Butler 440 Pomeroy Av.....Pismo Bch-41
IDAHO CLUB 400 Cypress.....Pismo Bch 161
JIM'S INN 1025Morro.....Sn Luis Obspo-252
JOHNNY'S TAVERN 1216 Spring.....Pso Robls-85
Jonesy's Cafe 12th & Pine.....Pso Robls 171
LYLE'S MID-NITE COCKTAIL LOUNGE
1215 Spring.....Pso Robles 798
MAC'S CAFE Avila.....Sn Luis Obspo 1-R-2
NINA'S
See Ad Under Night Clubs
101 Hwy.....Pismo Bch 331
OCEAN VIEW TAVERN Avila...Sn Luis Obspo 8-J-3
PAUL'S PLACE.....Cayucos 22-J
PETE'S PLACE 106 Branch.....Aroyo Grnde-107
Pine Tree.....Cambria-4-Y-12
REX'S PLACE AtascaderoHotel.....Atascadero-298
Tobey's Palace Club 446Cypress.....Pismo Bch-70
TOWER BARBECUE & COCKTAIL LOUNGE
427 Higuera.....Sn Luis Obspo-830
TOWNSEND'S COFFEE SHOP&COCKTAIL LOUNGE
Edward&Margaret Madsen
990Monterey .....Sn Luis Obspo-1261
Waldorf Cafe 975 Osos.....Sn Luis Obspo-1002
WALDORF CLUB 547 Cypress.....Pismo Bch-91
WATSON FRED COCKTAIL LOUNGE
1011 Higuera.....Sn Luis Obspo-2341

Coffee Dealers–Retail

Farmer Bros 1531 Monterey.....Sn Luis Obspo-134

Coffee Dealers–Whsle

FARMER BROS 1531 Monterey...Sn Luis Obspo-134
JUILLARD-COCKCROFT
230 Snta Barbara Av.Sn Luis Obspo-93

Coin Machines & Supplies

Automatic Games Co 611 Price.....Pismo Bch 77-J
Gouff Mitchell E 145-16th.....Pso Robls-1055
POLIN BURT W 1828 Johnson..Sn Luis Obspo 2370

Coke–See Coal & Coke Dealers Headings

Cold Storage Lockers

See Frozen Food Lockers–Renting

Cold Storage Warehouses

AMER REFRIGERATING CO
241 Pismo.....Sn Luis Obspo 428
Puritan Ice Co Traffic Wy.....Atascadero-59
SAN LUIS ICE & COLD STORAGE CORP
1409 Walker.....Sn Luis Obspo-67

Radar ranks high in the top bracket of new instruments that brought victory to the Allies. It was developed through years of research and experiment, chiefly in the United States and Great Britain. Scientists of Bell Telephone Laboratories and workers of Western Electric Company developed and supplied our Government with more radar equipment than any other supplier.

COLLECTIONS

We Collect Any Kind of Account Anywhere

OUR 16TH YEAR

Phone
San Luis Obispo 652

MEDICO - DENTAL ADJUSTMENT BUREAU

A. BATEMAN

981 Monterey San Luis Obispo

COLLECTIONS

- ALL TYPES OF ACCOUNTS
- CREDIT REPORTING

Phone
SAN LUIS OBISPO 315

CREDIT BUREAU OF SAN LUIS OBISPO

THOMAS RICE, *Manager*

987 OSOS SAN LUIS OBISPO

SOUTHERN PACIFIC MILLING CO.

'Since M 1885'

READY MIXED CONCRETE

Rock - Sand - Cement
Asphalt Plant Mix, Etc.

PHONE
San Luis Obispo 2200

Santa Barbara Av. - San Luis Obispo

Collection Agencies

CREDIT BUREAU OF SAN LUIS OBISPO
987 Osos.....Sn Luis Obspo 315
(See Advertisement This Page)

MEDICO-DENTAL ADJUSTMENT BUREAU
981 Monterey. Sn Luis Obspo-652
(See Advertisement This Page)

PASO ROBLES CREDIT BUREAU
Bank of America Bldg. Pso Robls-165

Colleges—See Schools

Colonic Irrigation

WALKER EARL T
Using Dierker System
1947 Spring.....Pso Robls-754

Commissary Service

Moan J V Commissary Co
729 South.....Sn Luis Obspo 2104

Compressors—Air

See Air Compressors Headings

Concrete Blocks & Shapes

L & L Brick Co 101 Hwy.....Pismo Bch 310-W

Concrete Construction

See Contractors—Concrete

Concrete—Ready Mixed

SOUTHERN PACIFIC MILLING CO
Snta Barbara Av. Sn Luis Obspo-2200
(See Advertisement This Page)

Confectioners—Retail

Annabelle Smoke Shop
190Higuera. Sn Luis Obspo-1927

AUSTIN'S CONFECTIONERY
Mr & Mrs Charles M Simon
868 Monterey.....Sn Luis Obspo 86

Canary Cottage 1200 Spring.....Pso Robls-57

Hillis Candy Creamery 785 Higuera. Sn Luis Obspo-483

THEDA'S SWEET SHOP
1225 Spring.....Pso Robls 1502

Confectioners—Whsle & Mfrs

Glaser Bros 735 Marsh.....Sn Luis Obspo 1600

JENSEN SALES CO
1359 Monterey.....Sn Luis Obspo 2482

Constables

West Kenneth 514-38th.....Pso Robls 202-W

Construction Service

See Contractors Headings

FOUR THOUGHTFUL ITEMS OF TELEPHONE PROCEDURE—

1. Please answer promptly.
2. Please be on the line when the party you want answers.
3. Please speak distinctly and without hurrying, with the lips close to the mouthpiece.
4. Please replace the receiver gently when through talking.

Contractors—Building

BURT & BURT
A COMPLETE HOME BUILDING SERVICE
CONCRETE WORK - STUCCO WORK
Alterations - Modernizing
House Wiring - Free Estimates
Cambria Cambria-66

Gallagher Pat 765 Lincoln.....Sn Luis Obspo 570-R
Grover City Construction Co
8th & Atlantic.....Aroyo Grnde 261-F-4
Nielsen Harald N 956 Walnut.....Sn Lusi Obspo 594
Pumphrey C E 1221Park.....Pso Robls-740

SHARPS C C
GENERAL
BUILDING CONTRACTOR
Established 25 Years
306 E Branch.....Aroyo Grnde 120

SMALL H E 1740 Fixlini.....Sn Luis Obspo-1730

Contractors—Concrete

Brown & Doko Dolliver.....Pismo Bch 36
Case Amer Construction Co 2331 Blanding Alameda
(Toll) Call "Operator" for.....Lakehurst 3-3745
Berth 115 Sn Pedro
Reinforced Gunite Construction
(Toll) Call "Operator" for...Terminal 2-2880

JOHNSON A O
Cement Contractors-Foundation
Walks-Curbs Driveways Etc
2450 Story.....Sn Luis Obspo-709

JOHNSON A R 609-18th.....Pso Robls 551
Madonna A 1028 Chorro.....Sn Luis Obspo 11
Soto Gregg P 1119 Fig.....Sn Luis Obspo-2279-W

Contractors—Electric

See Electric Contractors—Industrial & Household

Contractors—Engineering

Madonna A 1028 Chorro.....Sn Luis Obspo 11

Contractors' Equipment—Renting

GARCIA TONY
Bulldozing & Grading
Coromar Av.....Atascadero 113-M

Contractors' Equipment—Repairing

FARMER'S HARDWARE & EQUIP CO
581 Higuera.....Sn Luis Obspo 852

Contractors—Excavating

Bennett Construction Co 1446 Spring..Pso Robls 176

Brisco L A
Grading & Oiling
105 Nelson.....Aroyo Grnde 40

CORIPPO MEL H 1719 Pine.....Pso Robls 653-W
Madonna A 1028 Chorro.....Sn Luis Obspo 11

People can't reach you by telephone when the instrument is left "off the hook". Your line is "busy" to anyone calling.

For full use of your telephone, please keep your instrument "hung up"—ready for service!

Contractors—General

Acre Bert Atas & Santa Ynez.....Atascadero-174
Bonjour J W Poole.....Aroyo Grnde-133-W

BROWN & DOKO
GENERAL CONTRACTING
& CONCRETE WORK
PAVING & GRADING
EXCAVATING
Dolliver .....Pismo Bch-36

Cook Ward I 1118 Garden.....Sn Luis Obspo 308

DALESSI HENRY C
GENERAL CONTRACTORS
ROAD CONSTRUCTION
and
MATERIALS - MINING
450Marsh .....Sn Luis Obspo-118

Fitz Construction Co Hwy.....Cambria 47-W

MADONNA A
GENERAL CONTRACTING
Modern Equipment & Service
Excavating, Paving, Grading
Dump Trucks, Low Bed Trailers, Bulldozers, Shovels, Concrete, Rock, Sand, Loam, Creek Gravel, Red Rock
1028 Chorro.....Sn Luis Obspo-11
If no answer call.....Sn Luis Obspo-99
Residence .....Sn Luis Obspo-2090

MAINO CONSTRUCTION CO
1041 Chorro.....Sn Luis Obpso 177
If no answer call.....Sn Luis Obspo 2998-W

PUMPHREY C E 1221Park.....Pso Robls-740

ROSELIP WALTER B
ROCK - SAND
ASPHALTIC PLANT-MIX
GENERAL CONTRACTING
Excavating - Grading - Paving
615 Grand.....Sn Luis Obspo-785
If no answer call.....Sn Luis Obspo-211-W
Or Atascadero-213-M
Plant Atascadero-20

Roselip Walter B Ferrocarril Rd.....Atascadero-20
Schussman Ken Halcyon.....Aroyo Grnde 242-F-13
Shannon Fred J Oceano.....Aroyo Grnde 258-F-2
Simmons M S Atascadero Av.....Atascadero 589-W

SOTO GREGG P
General Contractor
CONCRETE WORK
EXCAVATING
SIDEWALKS - DRAINS - GUTTERS
DRIVEWAYS, ETC.
1119 Fig.....Sn Luis Obspo-2279-W

Stolte F C Inc Poly Campus.....Sn Luis Obspo 899-J
Walter Bros 383 Chorro.....Sn Luis Obspo 2617-R
Wood Addison B.....Aroyo Grnde 137-F-13

Would you like a separate business listing under your own name in the Telephone Directory? Does anyone in your business or home wish a personal listing? The charge for extra listings is small, the convenience often great.

Contractors–Heating & Ventilating
See also Plumbers

KEENE'S PLUMBING & HEATING SERVICE
Chas A Keene, Consulting Engineer
Designing - Modernizing - Installing
Maintenance of Power & Heating Plants
Automatic Controls - Water Softeners
Plumbing Supplies - Boiler Compounds
No Plant Too Large or Too Small
Home & Factory - Sales & Service
3045 Park.....Pso Robls-655-J

SAN LUIS ELECTRIC & HEATING SERVICE
715 Higuera.....Sn Luis Obspo-603
If no answer call.....Sn Luis Obspo-2614

SMEE'S PLUMBING & HEATING SHOP
1302 Osos. Sn Luis Obspo-766

Contractors–Masonry
FAULSTICH BROS 2900 S Broad. Sn Luis Obspo 997

Contractors–Painting
See Painting Contractors

Contractors–Plumbing–See Plumbers

Contractors–Roofing–See Roofers

Contractors–Sidewalk
See Contractors–Concrete

Cooking Utensils
Baker C E 12 Wave Ct.....Pismo Bch 95-W

Cork Insulation
See Insulation Materials–Cold & Heat

Corned Meats–See Meat–Whsle

Corsets–Retail
Charis Corsetier
Atascadero & Sn Gabriel Av.....Atascadero 153-J

Cosmetics–Retail
Merle Norman Cosmetics Studio
Neva W Wilson Owner
748 Higuera.....Sn Luis Obspo 1477

County Government Offices
See Alphabetical Directory Under
"San Luis Obispo County of"

Crankshaft Grinding
Automotive Engineering Co
South.....Sn Luis Obspo 1974-W

Creameries–See Milk & Milk Products

Creamery Supplies
See Dairy Equipment & Supplies

Credit Reporting Agencies
CREDIT BUREAU OF SAN LUIS OBISPO
987 Osos.....Sn Luis Obspo 315
Paso Robles Credit Bureau
Bank of America Bldg. Pso Robls-165

Crematoriums
Gray Harry S Funeral Chapel & Crematorium
S Highway. Atascadero-98

Curtains–Retail
ZEGAR FURNITURE STORE
See Our Adv Under Furniture
840 Monterey.....Sn Luis Obspo-85

Cylinder Reboring & Regrinding
BORIACK BILL NASH AGCY
Van Norman Boring Bar
1005 Monterey.....Sn Luis Obspo 3

Dairies & Dairy Products
See Milk & Milk Products

Dairy Equipment & Supplies
CAMPBELL'S REFRIGERATION
DE LAVAL AGENCY
DAIRY EQUIPMENT
Service & Supplies
532 Higuera.....Sn Luis Obspo 1488

Cooperative Farmers Supply Co Inc
Agency De Laval Milkers-Separators
1311 Park.....Pso Robls-344

FARMER'S HARDWARE & EQUIP CO
581 Higuera.....Sn Luis Obspo 852

Dancing Academies
Renee & Le Mar 1236 Palm.....Sn Luis Obspo 705

Dancing–Public
Rose Garden Ballroom 440 Hinds...Pismo Bch 136-J

Day Nurseries
Child Care Center 3201 Pine.....Pso Robls-717-J

Deafness Aids–See Hearing Aids

Defense Agencies–See Associations

Delicatessens–Retail
Delite Bakery & Delicatessen
723 Higuera. Sn Luis Obspo-437

Delivery Service
Comet Delivery Service
1047 Palm.....Sn Luis Obspo 1185-M
(See Advertisement Following Page)
Rocket Parcel Service
236 Sandercock.....Sn Luis Obspo-2405
San Luis Parcel Delivery
971 Osos.....Sn Luis Obspo 561-J

FOUR THOUGHTFUL ITEMS
OF TELEPHONE PROCEDURE—

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3. Please speak distinctly and without hurrying, with the lips close to the mouthpiece.
4. Please replace the receiver gently when through talking.

Dental Laboratories
Cordingley A R
Bank of Amer Bldg.....Pso Robls-1072
West Richard 220-12th.....Pso Robls 49
Whittlesey Dental Laboratory
793 Higuera.....Sn Luis Obspo 110

Dentists
Biedinger Chas
Orthodontics Exclusively
1114 Marsh.....Sn Luis Obspo 2967
Brazil W H 1041 Chorro.....Sn Luis Obspo-1089
Brown Ray N 612-12th.....Pso Robls-67
Campbell L W 777½ Higuera....Sn Luis Obspo 1084
Dewlaney C W S Highway.....Atascadero-82
Donkin E B 1115 Vine.....Pso Robls-237
Fein C B 1205 Park.....Pso Robls-222
Gates Russell W
Bank of America Bldg.....Paso Robls 32
Goodnight Charles 846 Higuera...Sn Luis Obspo-582
Green J P 522-13th.....Pso Robls-47
Kirtland Howard B 1114 Marsh....Sn Luis Obspo-72
Loveall Ben F 774 Marsh.....Sn Luis Obspo-880
Martin A B 997 Monterey.....Sn Luis Obspo-109
Montgomery H Ray
Chorro & Pacific.....Sn Luis Obspo 303
Peachey Robert I 1112 Vine.....Pso Robls 121
If no answer call.....Pso Robls 520
Pereira Luiz 1114 Marsh.....Sn Luis Obspo-72
Polin O M 1026 Chorro.....Sn Luis Obspo-640-J
Spinney H L Chorro & Pacific.....Sn Luis Obspo 834

Department Stores
Doko's Variety Store Price & Pismo...Pismo Bch-51
Harter's Hwy.....Atascadero 28-W
Lyons' Red & White Store.....Cambria-34
Mello's Variety Store 439 Cypress....Pismo Bch 177
MONTGOMERY WARD & CO
Catalog Department
876 Higuera. Sn Luis Obspo-2312
Retail Department Store
876 Higuera. Sn Luis Obspo-2310
National Dollar Store 736 Higuera.Sn Luis Obspo-623
PASO ROBLES MERCANTILE CO
839-12th. Pso Robls-340
Penney J C Co 1244 Park.....Pso Robls 260
RILEY'S 749 Higuera.....Sn Luis Obspo 36
Rumley's Dept Store 5th.....Morro Bay-3251
SEARS ROEBUCK & CO
879 Higuera. Sn Luis Obspo-760
(See Advertisement This Page)
Woolworth F W Co 778 Higuera..Sn Luis Obspo-2458

Desks–Repairing
See Furniture Repairing & Refinishing

Detective Agencies
San Luis Merchant Police & Detective Agcy
6th.....Morro Bay 2271
San Luis Merchant Police & Detective Agency
1130 Walnut.....Sn Luis Obspo 409
(See Advertisement This Page)
San Luis Merchant Police & Detective Agcy
1130 Walnut.....Sn Luis Obspo 774-R

Diamond Buyers
Marshall's Jewelry Store
790 Higuera.....Sn Luis Obspo 597

Diamonds–Jewelry–See Jewelers Headings

Doctors
See Specific Kinds, i.e. Chiropodists; Chiropractors; Dentists; Osteopathic Phys. & Surgeons and Osteopathic Phys; Physicians & Surgeons, M.D.; Etc

Dog Hospitals–See Veterinary Hospitals

COMET
DELIVERY SERVICE

Phone
San Luis Obispo 1185-M
1047 PALM SAN LUIS OBISPO

Telephone **YOUR CATALOG ORDER**
SAVE TIME - MONEY
GASOLINE - TIRES
It's Easy — Just Phone
SEARS CATALOG SALES DEPT.
Shop at Sears & Save
Phone San Luis Obispo 760
SEARS ROEBUCK & CO.
879 Higuera Street

DETECTIVES
★ INVESTIGATIONS
★ CIVIL & CRIMINAL
SHADOW WORK
★ GUARD SERVICE
HOME or OFFICE CONSULTATIONS
DAY & NITE
SAN LUIS MERCHANT POLICE AND DETECTIVE AGENCY
M. BICKELL
PHONE
SAN LUIS OBISPO 409
or San Louis Obispo 774-R
MORRO BAY BRANCH
Phone Morro Bay 2271
1130 Walnut San Luis Obispo

Draftsmen

COLLINS BOYD I
Architectural Plan Service
1118 Garden.....Sn Luis Obspo 308

Draperies–Retail

JACKMAN'S CUSTOM UPHOLSTERY
See Our Ad Under Upholsterers
780 Pacific.....Sn Luis Obspo 2299-W

WESTS HOUSE OF CHARM
DRAPERIES
WE MAKE THEM
See Us For Suggestions
in
INTERIOR DECORATING
1226 Osos.....Sn Luis Obspo 2092-J

WHITAKER'S FURNITURE
766Higuera.Sn Luis Obspo-1006
ZEGAR FURNITURE STORE
See Our Adv Under Furniture
840 Monterey.....Sn Luis Obspo-85

Dress Suits–See Clothing Headings

Dresses–Retail

ANITA FROCKS 758Higuera....Sn Luis Obspo-2794
Bay Smart Shop 435-5th.....Morro Bay 2811
BILLIE'S TOY & BABY SHOP
856 Monterey.Sn Luis Obspo-2628-W
Chambers Dress Shop 1214 Park.....Pso Robls-74
Christine's 1321 Park.....Pso Robls-1041
CHRISTINE'S 787Higuera.....Sn Luis Obspo-504
Fritzi Ann Highway.....Atascadero-2
Harding Dorotha M Dress Shop
W Branch.....Aroyo Grnde-247

Dresses–Retail–(Cont'd)

Harding Dorotha M Dress Shop
636Price.Pismo Bch-324
Kipper's 853 Higuera.....Sn Luis Obspo-207
Lacterman's 728 Higuera.....Sn Luis Obspo-1285
MOTZ STYLE SHOP
Margaret McNeil-Prop
856Higuera.....Sn Luis Obspo-1054
Quality Dress Shop
972 Snta Rosa.....Sn Luis Obspo 1932-J
RU-MAE SHOPPE 1123 Chorro..Sn Luis Obspo-1718
Smart Shoppe 1112Chorro....Sn Luis Obspo-1099-W
SMITH LEONORE M 126Branch.....Aroyo Grnde-9
Vogue The 1233 Park.....Pso Robls 70

Dressmakers

Champion John D Mrs Palma Av.....Atascadero-63-J
Keener H L Mrs 3004Pine.....Pso Robls-717-W
Ross Rose Mrs Main.....Morro Bay 4926
Wee Shop The 1117 Chorro.....Sn Luis Obspo-487

Drinking Fountains

See Water Coolers & Fountains

Druggists–Retail

Arroyo Drug Co 130 Branch.....Aroyo Grnde-46
B & H Drug Store 899 Higuera....Sn Luis Obspo-530
Brown's Pharmacy State Hwy.....Atascadero-51
Daniels' Drug Store 1317 Park.....Pso Robls-1500
Dodd Drug Store 859 Main.....Morro Bay 3401
Eagle Pharmacy 898 Higuera.....Sn Luis Obspo-916
ECONOMY DRUG CO NO 1
770 Higuera.....Sn Luis Obspo-1928
(See Advertisement This Page)
ECONOMY DRUG CO NO 2
796 Higuera.....Sn Luis Obspo 488
Elliott's Pharmacy
Prescription Pharmacy
Highway.....Atascadero-34

(Continued Next Page)

ECONOMY DRUG CO.

Prescription Specialists

ABSOLUTE ACCURACY

- DRUGS
- LIQUORS
- SUNDRIES
- STATIONERY
- SICK ROOM SUPPLIES
- FILMS & FINISHING
- VETERINARIAN SUPPLIES

STORE NO. 1
SAN LUIS OBISPO
Phone 1928
770 HIGUERA

STORE NO. 2
SAN LUIS OBISPO
Phone 488
796 HIGUERA

Druggists–Retail–(Cont'd)

HI-WAY DRUG STORE
1217 Spring.....Pso Robls 152
Emergency Call.....Pso Robls 677
HOTEL DRUG STORE
Anderson Hotel Bldg.....Sn Luis Obspo 35
HUDSON'S DRUG STORE 815-12th....Pso Robls-51
Leiter's Pharmacy 5th.....Morro Bay-2831
Leiter's Pharmacy 624 Price.....Pismo Bch-180
Long's Pharmacy Pomeroy.....Pismo Bch 18
PARK PHARMACY
Prescription Druggists
801-12th.....Pso Robls-33
PASO ROBLES PHARMACY
Prescription Pharmacists
719-12th.....Pso Robls-1
Rexall Drug Store 839 Higuera.....Sn Luis Obspo-32
WEISHAR'S CITY PHARMACY
858 Higuera.Sn Luis Obspo-112
If no answer call.....Sn Luis Obspo-1697-J

Druggists' Sundries

Sue's Sundries 1634 Osos.....Sn Luis Obspo 2565-J
Willcoll Stores 341 Higuera.....Sn Luis Obspo 990

Drums–Musical

See Musical Instruments Headings

Dry Cleaners–See Cleaners & Dyers

Dry Goods–Retail

ARROYO GRANDE COML CO
303 Branch.....Aroyo Grnde-202
Penney J C Co 1244 Park.....Pso Robls-260
Penney J C Co 868 Higuera.....Sn Luis Obspo-1367
Riley-Lannon Co 749 Higuera.....Sn Luis Obspo-36
RILEY'S 749 Higuera.....Sn Luis Obspo 36
Sinsheimer Bros 849 Monterey....Sn Luis Obspo-143

Duplicating Machine Supplies

MIMEOGRAPH AUTHORIZED SALES&SERVICE—
PACIFIC COAST PUBLISHING CO
A B Dick Exclusive Tri-County Distributor
1022 State Santa Barbara
(Toll) Call "Operator" for.Snta Barbara-3159

Shadow Arts Studio Wickenden Bg..Sn Luis Obspo 431

Dyers–See Cleaners & Dyers

Ear Phones–See Hearing Aids

Eggs–Retail

Bader Wm 12th & Riverside.....Pso Robls-298

Eggs–Whsle

Bader Wm 12th & Riverside.....Pso Robls-298
POULTRYMEN'S CO-OPERATIVE ASSN OF SOUTHERN CALIF TrafficWy.Atascadero-84

Electric Appliances–Household, Repairing

A & B ELECTRIC APPLIANCE CO
PISMO BEACH
All Types of Electrial Appliances Repaired
ELECTRIC MOTORS
Licensed Contractor
PICK-UP & DELIVER
FRANK ALLEN, Prop.
1600 Price.....Pismo Bch-105-J

Electric Appliances–Household, Repairing–(Cont'd)

ARROYO ELECTRIC
Arroyo Grande
ELECTRICAL - GAS & OIL
APPLIANCES
All Kinds of Electrical Appliances Repaired
Pick-Up & Deliver
All Work Guaranteed
134 Branch.....Aroyo Grnde-109

ATASCADERO APPLIANCE & REPAIR
Servicing Everything Electrical
Atascadero Av.....Atascadero 222
BEST HOME APPLIANCE STORE
1221 Spring.....Pso Robls 284-W
Bud's Appliance & Motor Service
1348 Railroad.....Pso Robls-1535
CLINE'S ELECTRIC SHOP
962 Monterey.....Sn Luis Obspo-13
(See Advertisement This Page)
Cook's Electric Shop.....Cambria-72-W
Pacific Electric Service 1619 Osos.Sn Luis Obspo 1790
PISMO RADIO&ELECTRIC CO
575Dolliver.Pismo Bch-165
Wilkins C D
Halcyon Rd & Grand Av....Aroyo Grnde 136-F-13

If the telephone number at your residence is listed under another's name, frequently friends do not know how to reach you. For small cost you can have a separate listing in the Telephone Directory under your own name.

GENERAL ELECTRIC

CLINE'S ELECTRIC

Exclusive General Electric Dealer

ALSO FEATURING
PHILCO & UNIVERSAL
PRODUCTS

Gas Ranges & Water Heaters

ELECTRICAL REPAIRS

COLEMAN OIL APPLIANCES
NEON SIGNS & SERVICE

PHONE
San Luis Obispo 13

962 Monterey St.
San Luis Obispo

Electric Appliances–Household, Retail

See also specific headings such as; Freezers–Food Storage Units; Kitchen Equipment; Ranges & Stoves–Dealers; Refrigerators–Domestic; Sewing Machines–Domestic; Vacuum Cleaners–Dealers; Washing Machines–Dealers

Bello Auto & Home Supply
886 Monterey.....Sn Luis Obspo 12

BEST HOME APPLIANCE STORE
LEADING MAKES
Household Appliances
Ironers - Vacuum Cleaners - Toasters
Stoves - Washing Machines - Radios
Refrigerators - Waffle Irons
1221 Spring.....Pso Robls 284-W

BROWN CLARENCE 862 Higuera.Sn Luis Obspo-1312

BURT & BURT
SALES & SERVICE
Radios - Refrigerators - Washing Machines
Complete Home Appliances
House Wiring & Plumbing
JAMES R. BURT
Cambria.....Cambria-66

DERBY'S ELECTRIC SHOP 827-13th..Pso Robls 91

FARMER'S HARDWARE & EQUIP CO
581 Higuera.....Sn Luis Obspo-852

FIRESTONE STORES 710 Higuera.Sn Luis Obspo-130

GENERAL ELECTRIC APPLIANCES
Atascadero Garage Bldg.....Atascadero 490

GENERAL ELECTRIC APPLIANCES
832-12th.....Pso Robls 1507

PHILCO
Radios, Refrigerators
Freezers
Also a Complete Line of Household
Electrical Appliances
KRAMER'S
1325 Park Paso Robles 385

The Moderne

MIXERS - IRONS
COFFEE MAKERS
TOASTERS
ELECTRIC CLOCKS
Everything in the Appliance Line
CAPEHART &
FARNSWORTH RADIOS
Television Apparatus & Service
685 HIGUERA
SAN LUIS OBISPO 826

Hamilton J E 718 Higuera.....Sn Luis Obspo-49
HEATON R C CO 803-13th.....Pso Robls 29
Hickenbottom J F & Sons
745 Higuera.....Sn Luis Obspo 609
KRAMER'S 1325 Park.....Pso Robls 385
(See Advertisement This Page)
Long E E Piano Co 777 Marsh....Sn Luis Obspo-506
McCLURE'S REPAIR SERVICE
2145 Broad.....Sn Luis Obspo-2221

McMAHAN FURNITURE CO
Complete Line of
ELECTRICAL APPLIANCES
ALL LEADING BRANDS
RADIOS - REFRIGERATORS - WASHERS
IRONERS - VACUUMS - RANGES
BUDGET TERMS
855 Marsh.....Sn Luis Obspo 1573

Moderne The 685 Higuera.....Sn Luis Obspo 826
(See Advertisement This Page)
ROBERTS EARL S 445-5th.....Morro Bay-2821
SAN LUIS ELECTRIC & HEATING SERVICE
715 Higuera.....Sn Luis Obspo-603
If no answer call.....Sn Luis Obspo-2614
SINGER KNIT & ART SHOP
718 Higuera.....Sn Luis Obspo-49
WESTINGHOUSE PRODUCTS–
COOPERATIVE FARMERS SUPPLY CO INC
1311 Park.....Pso Robls-344

ZEGAR FURNITURE STORE
See Our Adv Under Furniture
840 Monterey.....Sn Luis Obspo 85

Electric Contractors–Industrial & Household

A & B ELECTRIC APPLIANCE CO
1600 Price.....Pismo Bch 105-J
Arroyo Electric 134 Branch.....Aroyo Grnde 109
Bressler's Electric & Plumbing Shop
(Toll) Call "Operator" for.....San Miguel-34-W
(See Advertisement Page 42)
CITY SERVICE ELECTRIC CO
Traffic Wy.....Atascadero 65-M
(See Advertisement Page 42)
COOK F D PLUMBER & ELECTRICIAN
1032 Pine.....Pso Robls-1032
If no answer call.....Pso Robls 23-F-2
(See Advertisement Page 42)
Cox H M.....Aroyo Grnde 221-F-11

HUFFMAN ELECTRIC CO
COMPLETE ELECTRICAL SERVICE
New & Old Installations
Residential & Industrial
Wiring Service - Day or Night
State Licensed Contractor
1221 Spring.....Pso Robls 284-W
If no answer call.....Pso Robls 1538

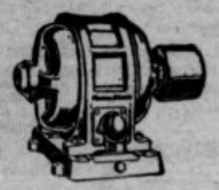
PASO ROBLES ELECTRIC CO
544-12th.....Pso Robls 570
(See Advertisement Opposite Page)
SAN LUIS ELECTRIC & HEATING SERVICE
715 Higuera.....Sn Luis Obspo-603
If no answer call.....Sn Luis Obspo-2614
SILER & BOTTS 829-13th.....Pso Robls 189
(See Advertisement Opposite Page)

(Continued on Pages 41 and 42)

It's good business to keep your firm name, services and commodities listed and advertised in the Classified Telephone Directory, for that places your firm's name where it can be at your customers' fingertips instantly.

ELECTRICAL CONTRACTORS

INDUSTRIAL ANALYSIS • DOMESTIC WIRING • INDUSTRIAL WIRING
REPAIRS ON MOTORS AND EQUIPMENT • INDUSTRIAL
FLUORESCENT LIGHTING



ELECTRIC MOTORS
INDUSTRIAL EQUIPMENT
AND DOMESTIC APPLIANCES

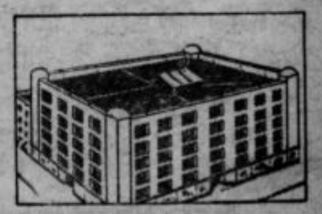
Dealers in
ELECTRIC RANGES
WATER HEATERS
AIR HEATERS
REFRIGERATORS
APPLIANCES
ELECTRICAL FIXTURES
KOHLER LIGHT PLANTS

SILER & BOTTS
829 - 13th Paso Robles
Paso Robles 189

ELECTRICAL CONTRACTORS

INDUSTRIAL • COMMERCIAL
RESIDENTIAL

Paso Robles
570
544 - 12TH



F. J. MANDELLA
State Licensed Contractors
PASO ROBLES ELECTRIC CO.

Electrical
CONTRACTOR

REPAIRS
SERVICE
FIXTURES

Call
PASO
ROBLES
1032

Nights call 23-F-2

F. D. COOK
PLUMBER - ELECTRICIAN
1032 PINE

ELECTRICAL
CONTRACTOR
WIRING - NEW AND ALTERATION
WORK - REPAIRING
ELECTRIC APPLIANCES
(Toll) Call "Operator" for
San Miguel 34-W
BRESSLER'S
ELECTRIC & PLUMBING SHOP
CLARENCE A. BRESSLER, Prop.
SAN MIGUEL, CALIF.

RESIDENTIAL
COMMERCIAL
INDUSTRIAL
Phone
Atascadero
65-M
CITY SERVICE
ELECTRIC CO.
TRAFFIC WAY

Electric Contractors–Industrial & Household–(Cont'd)

Turney's Electric Shop 124 Branch...Aroyo Grnde 41
Valley Electric Co 851 Higuera....Sn Luis Obspo-264
Varian Eric Halcyon.....Aroyo Grnde 242-F-11

Electric Equipment–Service & Repairing

McClure's Repair Service
2145 Broad. Sn Luis Obspo-2221
(See Advertisement This Page)
Moore's Home Appliances Highway....Atascadero 30
If no answer call.....234-M
Morris J W Bridge.....Cambria-54
PACIFIC ELECTRIC SERVICE
1619 Osos.....Sn Luis Obspo 1790

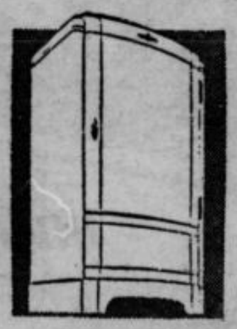
Electric Heaters

See Electric Appliances–Household Headings

Electric Light & Power Companies

Coats W R 139 Bridge.....Aroyo Grnde-291
Pacific Gas & Electric Co State Hwy...Atascadero-45
Pacific Gas & Electric Co.....Cambria-44
Pacific Gas & Electric Co
Office 617-12th.....Pso Robls-78
Service Man 1425 Chestnut.....Pso Robls-175
Service Man 1920 Oak.....Pso Robls-279
Substation Riverside.....Pso Robls-769
Pacific Gas & Electric Co
Office 894 Monterey.....Sn Luis Obspo-58
Plant & Storeroom Pismo.....Sn Luis Obspo-87
Substation & Night Operator
Orcutt Rd. Sn Luis Obspo-1045

ELECTRICAL REPAIRS
SALES & SERVICE



- REFRIGERATORS
- RADIOS
- WASHERS
- VACUUMS
- IRONERS
- TOASTERS

COMPLETE APPLIANCE SERVICE
McCLURE'S
REPAIR SERVICE
Phone
San Luis Obispo 2221
2145 Broad San Luis Obispo

Electric Motors–Repairing

Brown's Walt Electric Service
687 Pacific.....Sn Luis Obspo-97-W
(See Advertisement This Page)
Bud's Appliance & Motor Service
1348 Railroad.....Pso Robls-1535
(See Advertisement This Page)
Hugo's Refrigeration Sales & Service
2801 Spring.....Pso Robls-1301
PACIFIC ELECTRIC SERVICE
1619 Osos.....Sn Luis Obspo 1790
(See Advertisement This Page)

Electric Ranges

See Ranges & Stoves Headings

Electric Signs–See Signs

Electric Supplies–Retail

A & B Electric Appliance Co
1600 Price.....Pismo Bch 105-J
Turney's Electric Shop 124 Branch...Aroyo Grnde-41
Wilcox Lou Atascadero Garage Bldg..Atascadero 490
Wilcox Lou 823-12th.....Pso Robls 1507

Electric Supplies–Whsle & Mfrs

SERVICE ELEC SUPPLY CO
303 W Sn Fernando Sn Jose
(Toll) Call "Operator" for.....Ballard 8220

Electric Water Heaters

See Water Heaters Headings

Electrical Service–Automobile

See Automobile Electrical Service

Electricians

See Electric Contractors Headings

Employment Agencies

Calif State Dept Of Employment
Service & Claims 720-14th.....Pso Robls 788
U S Govt
U S Employment Service Department of
Labor 738 Pismo.....Sn Luis Obspo-2010

Engineers–Consulting

Berner Engineering Co 1682 Naglee Av Sn Jose
(Toll) Call "Operator" for.....Columbia 6627
Rusk Engineering Associates
138 Tunitas Av.....Atascadero 494

Engineers–Mechanical

Berner Engineering Co 1682 Naglee Av Sn Jose
(Toll) Call "Operator" for.....Columbia 6627

Engravers–Jewelry–See Jewelry Engravers

Escrow Companies

TITLE INSURANCE AND TRUST COMPANY
777 Higuera. Sn Luis Obspo-321

Excavating–See Contractors–Excavating

Exide Batteries

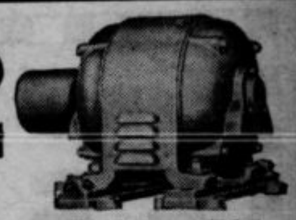
Look on "B" pages under "Batteries–Retail"

We hope that you enjoy our radio program, "The Telephone Hour," which is produced weekly for your pleasure and enjoyment — N.B.C., Monday evenings.

MOTOR
REBUILDING
Any Type Any Size
REWINDING
REPAIRS

EXPERT
WORKMANSHIP
Automotive Generator Rewinding
Household Appliances Repaired
SAN LUIS OBISPO
1790
Nights Call 1790 or 2605-M
PACIFIC ELECTRIC
SERVICE
1619 OSOS SAN LUIS OBISPO

BUD
Can Fix It



Phone Paso Robles 1535
BUD'S APPLIANCE AND
MOTOR SERVICE
1348 Railroad Paso Robles

ELECTRIC
MOTORS

- Repaired
- Rewound
- Rebuilt
- Light Plants Serviced

WALT BROWN'S
ELECTRIC SERVICE
687 Pacific San Luis Obispo 97-W

Express Forwarding

California Motor Express Limited.....Cayucos-4-W
Calif Motor Express Limited
5th & Riverside Av.....Pso Robls 657
Coast Line Express 390 Pacific....Sn Luis Obspo-800
PACIFIC FREIGHT LINES
Pickup & Delivery 393 Marsh..Sn Luis Obspo 1370
Agent 393 Marsh.....Sn Luis Obspo 2259
Railway Express Agency Inc 1332 Spring.Pso Robls-68
Railway Express Agency Inc
Railroad Av. Sn Luis Obspo-522

Exterminating

See also Termite Control

Paramount Pest Control Service
1028 Chorro. Sn Luis Obspo-2837
(See Advertisement This Page)

Farm Implements

See Agricultural Implements

Farm Supervisors

San Luis Obispo County Farm Bureau
781 Marsh.....Sn Luis Obspo 2790

Federal Government Offices

See Alphabetical Directory Under "U S Government"

Feed Concentrates & Supplements

SOUTHERN PACIFIC MILLING CO
Riverside Av. Pso Robls-9

Feed Dealers

BECKER H D California Blvd.....Sn Luis Obspo-587
CLARK FRED W FEED CO
135 Traffic.....Aroyo Grnde 200-W

(Continued Next Page)

Did You Say Purina?

FEED

Distributors

Top Quality Chows for
Dairy - Beef Cattle - Hogs - Horses
Chickens - Turkeys - Rabbits
Horses - Dogs

CUSTOM - MIXING - ROLLING - GRINDING
CLEANING AND STORING

Buy at the Store
with the Checkerboard Sign!

157 Higuera St.
San Luis Obispo
Phone 2678

COAST COUNTIES WAREHOUSES

Feed Dealers—(Cont'd)

COAST COUNTIES WAREHOUSES
157Higuera. Sn Luis Obspo-2678
(See Advertisement Opposite Page)
FARMER'S ALLIANCE BUSINESS ASSOCIATION
945RiversideAv. Pso Robls-115

FARRINGTON'S FEED & SUPPLY
Authorized Albers Dealer
Stock & Poultry Feeds
Hay & Grain
Farmers Supplies
Hwy.....Atascadero-193

Loomis E C & Son 415 Branch.....Aroyo Grnde-32
Loomis E C & Son 147 High.....Sn Luis Obspo-1080
MORRO BAY FEED STORE
9th & Main.....Morro Bay 2151
POULTRYMEN'S CO-OPERATIVE ASSN OF SOUTHERN CALIF TrafficWy. Atascadero-84
Reif's Farm Supply S Highway....Atascadero 236-W
SAN LUIS FEED CO 305 Higuera. Sn Luis Obspo-655
If no answer call.....Sn Luis Obspo-1080

SOUTHERN PACIFIC MILLING CO
STOCK & POULTRY FEEDS
GRAIN BUYERS
WAREHOUSEMEN
RiversideAv.....Pso Robls-9

Templeton Feed & Grain Store
Highway.....Templtn 14-J

Feed—Whsle & Mfrs

Ralston-Purina Co 531 Bonita....Pso Robls 1517-W

Fencing Equipment & Supplies

See Sporting Goods Headings

Fertilizers—Retail

Becker H D California Blvd.....Sn Luis Obspo 587
CLARK FRED W FEED CO
135 Traffic.....Aroyo Grnde 200-W
Loomis E C & Son 415 Branch.....Aroyo Grnde-32
Loomis E C & Son 147 High....Sn Luis Obspo-1080

Field Glasses—See Optical Goods

Filters

Blackwell & Company
Winslow-Free Flow
1134-13th.....Pso Robls 254

Financing

See also Loans

Mercantile Acceptance Company
994Monterey. Sn Luis Obspo-994
Mercantile Acceptance Corp Of Calif
994Monterey. Sn Luis Obspo-994

Fire Escapes

Patterson & Elvin Iron Works 280-13th S F
(Toll) Call "Operator" for.....Market 3646

Firearms—See Sporting Goods Headings

Fish Products

Highway Sea Food Market Price.....Pismo Bch 27-W

Fish—Retail

Abbey C L
Fresh Fish & Sea Foods in Season
Olive.....Morro Bay 4071
Bible P S.....Cayucos-16
BOB'S FISH MARKET
Cypress & Stimson.....Pismo Bch 137

HIGHWAY SEA FOOD MARKET
RETAIL
Fresh Abalone - Shrimp
And Other Sea Foods in Season
Price.....Pismo Bch 27-W

Morro Bay Oyster Co
Fresh Oysters Direct From Beds
Morro Bay Blvd.....Morro Bay-2491
San Luis Fish Co Avila.....Sn Luis Obspo-8-R-22
San Luis Fish Co 680 Higuera.....Sn Luis Obspo 136

Fish—Whsle

ABBEY C L Olive.....Morro Bay 4071
Bob's Fish Market Cypress & Stimson..Pismo Bch 137
Cambria Sea Food Co.....Cambria 73

CARVER'S WHOLESALE FISH
WHOLESALE FISH
ABALONES - SHRIMP
OYSTERS & OTHER SEA FOODS
IN SEASON
75-8th.....Morro Bay-3571

Groth Edw T Port Sn Luis.....Sn Luis Obspo 1-J-2
Morro Bay Oyster Co Morro Bay Blvd.Morro Bay-2491
Paladini A Inc
Slicing & Preparing Abalone Steaks
Morro Bay Blvd & Hill.....Morro Bay 2621
San Luis Fish Co 680 Higuera.....Sn Luis Obspo-136
Sylvester Bros
Port San Luis Wharf.....Sn Luis Obspo 1-R-13

Fisk Batteries

Look on "B" pages under "Batteries—Retail"

Fisk Tires

Look on "T" pages under "Tires—Dealers"

Five Cents To One Dollar Stores

MARSALEK'S VARIETY
116 Branch.....Aroyo Grnde 131-J

FOUR THOUGHTFUL ITEMS OF TELEPHONE PROCEDURE—

1. Please answer promptly.
2. Please be on the line when the party you want answers.
3. Please speak distinctly and without hurrying, with the lips close to the mouthpiece.
4. Please replace the receiver gently when through talking.

STEVE
BUILDS and REPAIRS EVERYTHING
STEVE'S FIX-IT SHOP
428 Cypress **Pismo Bch 300**

FLAME-PROOFING
Protection Against **FIRE**
Interiors and Exteriors of
HOMES · HOTELS · CABARETS · ETC.
Drapes - Rugs - Chesterfields
Mattresses - Auto Upholstering, Etc.
Phone
San Luis Obispo 546
KYLE COMPANY
1609 Osos San Luis Obispo

Flowers
FOR ALL OCCASIONS
Corsages - Floral Designs
Plants - Funeral Sprays

Telephone
PASO ROBLES 656
HIGGINS FLOWER SHOP
1411 Pine St.

Powers FOR Flowers
CALL US COLLECT
San Luis Obispo 2060
1422 MONTEREY
• FUNERAL DESIGNS
• WEDDINGS - CORSAGES
• CUT FLOWERS
• POTTED PLANTS
• HOSPITAL BOUQUETS
We Telegraph Everywhere
FREE DELIVERY ANYWHERE IN COUNTY ON ALL ORDERS OVER $5.00

Fixit Service

Steve's Fix-It Shop 428 Cypress.....Pismo Bch-300
(See Advertisement This Page)

Flameproofing

Kyle Company 1609 Osos.....Sn Luis Obspo 546
(See Advertisement This Page)
Paramount Pest Control Service
1028 Chorro.....Sn Luis Obspo 2837

Floor Coverings—See Linoleum Headings

Floors—Materials & Laying

MATEJCEK A J
Hardwood Floors
Sanding & Refinishing Old Floors
161 Ward.....Sn Luis Obspo-272-W

Floors—Refinishing

ABARETTI'S FLOOR SERVICE
HARDWOOD FLOORS - LINOLEUM
CLEANED - WAXED - POLISHED
REFINISHING
All Work Done By Machine
1520 Carmel.....Sn Luis Obspo 1971-W

Rowe Service Equipment & Supply
136-12th.....Pso Robls 583
Taft J A 3226 Pine.....Pso Robls 927-M

Floors—Tile—See Tile Headings

Florists—Retail

GRANDE NURSERY Traffic Wy.....Aroyo Grnde-34
HIGGINS FLOWER SHOP 1411 Pine..Pso Robls-656
(See Advertisement This Page)
Hobbs E Miramon Av.....Atascadero-54

MISSION FLORIST
Conveniently Located in Anderson Hotel Bldg.
Open 9:00 AM to 6:00 PM Daily
FINEST IN FLOWERS
CORSAGES A SPECIALTY
WEDDING & FUNERAL DESIGNS
WE TELEGRAPH FLOWERS
Bonded FTD Member
965 Monterey.....Sn Luis Obspo-432

Perrine S C State Hwy.....Atascadero-63-W
POWERS FOR FLOWERS
1422 Monterey.....Sn Luis Obspo 2060
(See Advertisement This Page)
Rose Garden Florist Shop
Pomeroy Av.....Pismo Bch 304-J
Wilson's Flower Shop 1110 Garden.Sn Luis Obspo-622

Florists—Whsle

Kalar Douglas H Esparto.....Pismo Bch-6-Y-21

Flower Bulbs—See Seeds & Bulbs—Retail

In these busy days when saving time is so important, more and more telephone users are following the thoughtful way of answering the telephone: "Harry Smith speaking." Such an introduction establishes identity, saves time and makes a good impression.

Fluorescent Lighting Apparatus & Fixtures

GREEN JOE NEON PRODUCTS
750 Mill.....Sn Luis Obspo 2511-J

Flywheels—Repairing

See Automobile Repairing; also Welding

Food Products

JENSEN SALES CO
1359 Monterey.....Sn Luis Obspo 2482
Rosenthal Mart 443 Higuera.....Sn Luis Obspo-644
Sigsbee Chas 401 High.....Sn Luis Obspo 1602
SIMON LEVI CO LTD
Distrs Best Foods Products
668 Upham.....Sn Luis Obspo-1894
Watkins Products 421-22d.....Pso Robls 1068-W

Food Products Brokers

Juillard-Cockcroft
230 Snta Barbara Av.....Sn Luis Obspo 93
West Coast Brokerage Brix Bldg Fresno
(Toll) Call "Operator" for.....Fresno 4-1867

Foods—Frozen—See Frozen Foods

Fraternal Organizations

See also Associations
Loyal Order of Moose No 1409 Main..Pismo Bch 301

Freezers—Food Storage Units

See also Refrigeration Equipment—Commercial; also Refrigerators—Domestic
MAYTAG HOME FREEZERS—
HICKENBOTTOM J F & SONS
745 Higuera.....Sn Luis Obspo 609

MODERNE THE
See Our Adv Refrigerators-Domestic
685 Higuera.....Sn Luis Obspo-826

Freight Motor Carriers

See Motor Freight Companies Headings

Frigidaire Electric Ranges

Look on "R" pages under "Ranges & Stoves—Dealers"

Frigidaire Refrigerators

Look on "R" pages under "Refrigerators—Domestic"

Don't Throw It Away
Things around the house you consider useless — may need only minor repairs to make them serviceable. Call a service man near you.
LOOK IN THE
Classified
TELEPHONE SECTION

Frozen Food Lockers—Renting

AMER REFRIGERATING CO
ZERO STORAGE
Commercial Quick Freezing
Individual Frozen Food Lockers
241 Pismo.....Sn Luis Obspo-428

Bryan Meat Co 1307 Park.....Pso Robls 456
CARVER'S FROZEN FOOD LOCKERS
75-8th.....Morro Bay 3571
MALLETT'S REFRIGERATION SERVICE
S Highway.....Atascadero 304-W
Puritan Ice Co Traffic Wy.....Atascadero 59
Sanlo Whsle Meat & Cold Storage
340 Higuera.....Sn Luis Obspo 482

Frozen Foods

AMER REFRIGERATING CO
241 Pismo.....Sn Luis Obspo 428
Andersen's Ready-To-Serve Frozen Foods
166 Higuera.....Sn Luis Obspo 149-W

BIRDS EYE FROSTED FOODS—
GOLDEN STATE COMPANY LTD
570 Higuera.Sn Luis Obspo-181

BRENDLIN-RICE FROZEN FOOD PROCESSORS
267 Pismo.....Sn Luis Obspo-1076
GRANDE ICE CREAM CO
Frozen Foods-Ice Cream
116 W Branch.....Aroyo Grnde 22

Fruit & Vegetable Brokers

Foster W E Cypress & Peerless.....Pismo Bch 15-W
Hines Gordon 450 Ocean Vw.....Pismo Bch 57-J
Kamitsuka Jos H 268 Peerless.....Pismo Bch 340-J

Fruit & Vegetable Growers & Shippers

Cortez A Morro Atas Rd.....Morro Bay-2917
EARLE MYERS CO Oceano.....Aroyo Grnde 277-F-2
Hidden Valley Packing Co
Los Berros Canyon.....Aroyo Grnds 139-F-12
Nagano Bros Morro Crk.....Morro Bay 2061
Northside Gardens 1305 Hwy No 1...Morro Bay-3923
OCEANO CELERY DISTRIBUTORS
Oceano.....Aroyo Grnde-272-F-2
Oceano Packing Co Oceano.....Aroyo Grnde 299-F-2
Porticos Pedro Halcyon.....Aroyo Grnde 135-F-2
Reyes & De Leon Packing Co
Oceano.....Aroyo Grnde-256-F-23
Reyes S D Ranch No 2.....Aroyo Grnde-237-F-4

Fruits & Vegetables—Whsle

Guinn N D E Branch.....Aroyo Grnde 52-J
LEVY A & ZENTNER J CO
303 Higuera.Sn Luis Obspo-1381

NAGANO BROS
Morro Creek.....Morro Bay 2061
Panos Geo Tefft.....Nipomo 2251

Fuels

See Specific Kinds, i.e., Coal & Coke Dealers; Oils—Fuel & Heating; Etc

Western Electric Company and the Bell Telephone Laboratories developments of the vacuum tube for telephone amplification have laid much of the foundations for radio and electronic improvements in use today.

Funeral Directors

GRAY HARRY S FUNERAL CHAPEL & CREMATORIUM S Highway.....Atascadero-98
(See Advertisement This Page)
Joyaux H V 1135 Snta Rosa.....Sn Luis Obspo-88
KUEHL FUNERAL HOME 1703 Spring. Pso Robls-301
Palmer C W Mortuary
1264 Higuera.....Sn Luis Obspo-452
(See Advertisement This Page)
RICHARDSON R F CO
1135 Snta Rosa.....Sn Luis Obspo 88
(See Advertisement This Page)
Wood Earl W 134 Nelson.....Aroyo Grnde-39

Fungicides–See Insecticides

By keeping a list of frequently called numbers—you can save much time and effort. There is space for this purpose in the front of your Directory which you may find helpful.

Telephone service is a friendly service. The people who operate and maintain it take a genuine satisfaction in serving you pleasantly and well. People who use the telephone a great deal find that friendliness is an instinctive habit. The telephone helps folks to know each other better.

C. W. PALMER MORTUARY

Established 1900

FUNERAL DIRECTORS

A DISTINCTIVE SERVICE

Lady Attendant

BEAUTIFUL CHAPEL SERVICE

CHARLES W. PALMER
1264 HIGUERA

FRED M. WATERS
San Luis Obispo 452

HARRY S. GRAY
FUNERAL DIRECTOR
Prompt, Careful, Courteous, Complete Funeral Service
Atascadero Crematorium in Connection
Homelike Chapel - Visitors Welcome
Inspection Invited
Phone Atascadero 98
AMBULANCE SERVICE
DAY OR NIGHT
Phone Atascadero 98

L. V. RICHARDSON - H. V. JOYAUX

R. F. RICHARDSON CO.
FUNERAL DIRECTORS
Oldest Established Mortuary in Point of Continuous Service in This County"
PIPE ORGAN - LADY ATTENDANT
1135 Santa Rosa San Luis Obispo 88

Fur Dealers–Retail

Cave's Fur Shop 1026 Chorro...Sn Luis Obspo 974-J
(See Advertisement This Page)

LACTERMAN'S
Large Selection Of
Fine Furs In All Prices
Buy Your Furs With Confidence
From the Expert Furrier of San Luis Obispo County
Remodeling - Repairing - Restyling
728 Higuera.....Sn Luis Obspo-1285

Fur Farms

Bay Pets
Breeders Of Quality Chinchillas & Mink
20531 E 14th Hayward
(Toll) Call "Operator" for.....Lucerne 1-7420

Fur Remodeling & Repairing

Cave's Fur Shop 1026 Chorro....Sn Luis Obspo 974-J

Furnaces–Heating

BURT & BURT.....Cambria 66
Cooperative Farmers Sheet Metal Shop
1315 Pine.....Pso Robls 153
(See Advertisement This Page)

DILLON'S HEATING SERVICE
OIL HEATING
INSTALLATION & SERVICE
ON ALL TYPES OF HEATING EQUIP.
AGENTS FOR
H. C. LITTLE FURNACES & RAY BURNERS
Atascadero Hotel Bldg
Hwy.....Atascadero-200

KEENE'S PLUMBING & HEATING SERV
3045 Park.....Pso Robls 655-J
Mack's Plumbing Shop 907-12th..Pso Robls-1329-W
Smee's Plumbing&Heating Shop
1302 Osos.Sn Luis Obspo-766

Furnaces–Parts & Supplies

Huston Plumbing Supply
1338 Railroad.....Pso Robls 361

Furnaces–Repairing & Cleaning

Dillon's Heating Service Hwy.....Atascadero-200
KEENE'S PLUMBING & HEATING SERV
3045 Park.....Pso Robls 655-J

Furniture Cleaning

See Upholstery Cleaners

Furniture Dealers–New

Carlton Furniture Co 101Hwy.....Atascadero-374
Davidson's Furniture & Awning Store
669 Higuera.Sn Luis Obspo-421
(See Advertisement Page 53)
Ekegren's Home Furnishings 420-5th..Morro Bay 2792
(See Advertisement Page 51)
HEATON R C CO 803-13th.....Pso Robls-29
(See Advertisement Page 52)
Holcraft Furniture 2706 Spring.....Pso Robls 735
LONG E E PIANO CO
777 Marsh.....Sn Luis Obspo 506
McMahan Furniture Co Highway.....Atascadero 590
(Continued On Pages 50, 51, 52 & 53)

Make the Classified Telephone Directory your buying guide—it can save you time and effort.

Furs
OF DISTINCTION
REMODELING - RESTYLING - REPAIRING
GLAZING - CLEANING
MOTH PROOFING
CAVE'S FUR SHOP
1026 Chorro San Luis Obispo 974-J

ALL TYPES
GAS & OIL FURNACES
SALES & SERVICE
PHONE
PASO ROBLES
153
COOPERATIVE FARMERS
SHEET METAL SHOP
1315 PINE

To speed service please look up the number first!

Each new issue of the Telephone Directory contains an important percentage of listings that are new or changed.

Many new telephones have been installed.

Many people have changed their places of residence or business.

Please consult the directory first.

THE HOUSE OF

Zegar's

FINE FURNITURE

"A Modern Store—For a Modern City"

Everything for the Home

INCLUDING

STOVES - RADIOS - WASHING MACHINES, ETC.

840 Monterey

San Luis Obispo 85

WHITAKER'S

MODERN and PERIOD

"The House of fine Furniture at Reasonable Prices"

COMPLETE HOME FURNISHERS - CASH OR CREDIT

★ IRONRITE IRONERS ★ O'KEEFE & MERRITT RANGES
★ VENETIAN BLINDS ★ UPHOLSTERING
★ DRAPES ★ LINOLEUM ★ CARPETS

FINE SELECTION OF YARDAGE

766 HIGUERA

San Luis Obispo 1006

EKEGREN'S

"Quality"

HOME FURNISHINGS

MORRO BAY 2792

Authorized Bendix Dealers

- RADIOS
- RECORDS
- NOVELTIES
- GIFT ITEMS
- TOYS

MORRO BAY 2792

See Our Display Rooms

VACUUM CLEANERS •
REFRIGERATORS •
WASHING MACHINES •
RANGES & STOVES •
BABY FURNITURE •

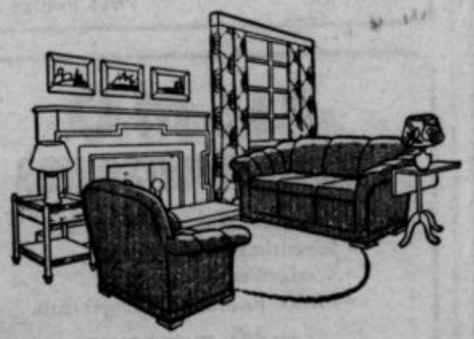
COMPLETE LINE OF QUALITY FURNITURE

MORRO BAY
PHONE 2792

YOURS AND MY *Furniture Store*

"Where Overhead is Low"

WE SELL FOR LESS



RADA McKEEN - PROP.

Everything for the Home

FURNITURE
MATTRESSES
STOVES

FLOOR COVERINGS
RUGS - LINOLEUMS

GRAND HOTEL INNER SPRING AND BOX SPRING MATTRESSES

Let Us Trade Your Old Furniture for New

Credit Terms Arranged

1127 BROAD ST.

See Us for Better Buys!

Phone
San Luis Obispo 942

SAN LUIS OBISPO'S

Authorized Dealer

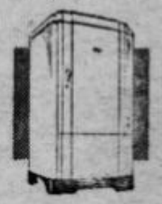
for

RADIOS - REFRIGERATORS - WASHERS
IRONERS - VACUUMS - RANGES

By

GENERAL ELECTRIC - PHILCO
BENDIX - EASY - ZENITH
HOOVER - EUREKA

Complete
FURNISHINGS
for
"YOUR DREAM HOME"
IN OUR COLLECTION
OF MODERN, COMFORTABLE
FURNITURE
NEW & USED



Other
Well Known Brands

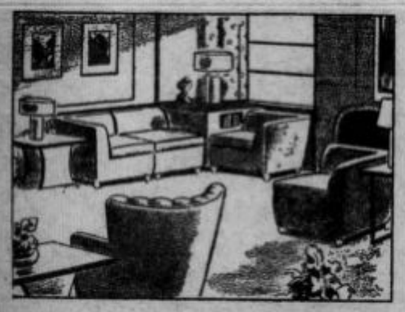
COMPLETE LINE OF
SMALL APPLIANCES

No "Red Tape" to Open an Account at

McMAHAN'S FURNITURE STORE

855 MARSH ST. *Phone* **San Luis Obispo 1573**

Walker's Home
FURNISHINGS



STOVES - REFRIGERATORS

Rugs
Carpets
Linoleum
Stoves
Refrigerators
Radios
Home
Freezers
Washing
Machines
Venetian
Blinds

WALKER'S HOME SUPPLY
BRIDGE & BRANCH **Arroyo Grande 122**

FURNITURE

HOME
FURNISHINGS
APPLIANCES
HARDWARE

R. C. HEATON
COMPANY
803-13th **Paso Robles 29**

PISMO
HOME FURNISHINGS

- Complete Home Furnishings
- Juvenile Furniture
- Wedgewood Stoves
- Philco Radios & Refrigerators

555-575 DOLLIVER
Pismo Beach 224

Furniture Dealers–New–(Cont'd)

McMAHAN FURNITURE CO
Complete Home Furnishings
BUDGET TERMS
Large Used Furniture Dept.
855 Marsh.....Sn Luis Obspo 1573

McMAHAN FURNITURE CO
855 Marsh.....Sn Luis Obspo 1573
(See Advertisement Opposite Page)
Pismo Home Furnishings 555 Dolliver..Pismo Bch-224
(See Advertisement Opposite Page)
Trussler's Furniture Store 1303 Park..Pso Robls-126
Walker's Home Supply
Budge & Branch.....Aroyo Grnde 122
(See Advertisement Opposite Page)
WHITAKER'S FURNITURE
766Higuera.Sn Luis Obspo-1006
(See Advertisement Page 50)
YOURS & MY FURNITURE STORE
1127 Broad.Sn Luis Obspo-942
(See Advertisement Page 51)
ZEGAR FURNITURE STORE
840 Monterey.....Sn Luis Obspo-85
(See Advertisement Page 50)

Furniture Dealers–Used

GAMBONI'S USED FURNITURE
We Buy-Sell & Exchange
Everything For The Home
866 Palm.....Sn Luis Obspo-2765-W
JONES SECOND HAND & UPHOLSTERY SHOP
101 Hwy.....Templtn 6-M
McAdams' Second Hand Store
If You Have Furniture To Sell
See Us First-Everything For The Home
907-12th.....Pso Robls-1329-W
McMAHAN FURNITURE CO
855 Marsh.....Sn Luis Obspo 1573
Morro Bay Hardware Store 375-5th..Morro Bay-2941

NEARLY NEW FURNITURE CO
THE STORE OF BARGAINS
Used Furniture
Bought & Sold
"We Buy Anything That Doesn't Eat"
1230 Osos.....Sn Luis Obspo-2092-W

PASO SECOND HAND STORE
13th & Riverside Av.....Pso Robls 617-W
PISMO FURNITURE EXCHANGE
415 Cypress.....Pismo Bch 333-W
PISMO TRADING CENTER
We Buy & Sell Used Furniture
306 Ocean View.....Pismo Bch-198

ESTABLISHED 1931
DAVIDSON'S
FURNITURE & AWNING STORE

- BIGELOW RUGS & CARPETS
- ARMSTRONG LINOLEUM
- LANE CEDAR CHESTS
- KARPEN FURNITURE
- SIMMONS BEAUTY REST MATTRESSES

Drapes - Curtains - Gifts
669 HIGUERA
San Luis Obispo 421

Furniture Dealers–Used–(Cont'd)

WALKER'S SECOND HAND STORE
IMMEDIATE CASH
FOR
USED FURNITURE
STOVES - DISHES - RUGS
WE BUY, SELL & EXCHANGE
1115 Broad.....Sn Luis Obspo-2219

YOURS & MY FURNITURE STORE
1127 Broad.....Sn Luis Obspo-942

Furniture Repairing & Refinishing

INDUSTRIAL FINISHING SHOP
183 Higuera.....Sn Luis Obspo 1407
Nearly New Furniture Co
1230 Osos.....Sn Luis Obspo-2092-W
Taft J A 3226 Pine.....Pso Robls 927-M

Furniture Upholstering–See Upholsterers

Furs–See Fur Headings

Garages

See also Automobile Repairing

Atascadero Garage Highway.....Atascadero 14
Atascadero Garage Highway.....Atascadero 16
Baxter W A & Sons 535 Price.....Pismo Bch-80
Bishop's Garage & Radiator Shop
148 Allen.Aroyo Grnde-74-W
Boriack Bill Nash Agcy
1005 Monterey.....Sn Luis Obspo 3
Brown Joe C 16th&Spring.....Pso Robls-706
Caccia Howard 740 D.....Morro Bay-4621
Cambria Pines Garage HighwayNo1...Cambria-45-M
Cayucos Garage.....Cayucos-8
Cooke C E Grand Av.....Aroyo Grnde 136-F-12
Cook's Don Garage Tally Ho Rd...Aroyo Grnde 241-W
Dahl Bros Garage 3405 Spring.....Pso Robls 1060
Dan & Ernie's Garage 904 High.Sn Luis Obspo 272-M
Danforth Pat 101 Hwy.....Sn Luis Obspo 1566
Davis Harry E 102 Branch.....Aroyo Grnde-8-R
Don's Garage 786 Chorro.....Sn Luis Obspo-1373-J
EVANS & SON S Highway.....Atascadero 85
Frederick Bros Garage Shandon....Pso Robls 26-F-15

(Continued Next Page)

Books, ash trays, ornaments can keep your telephone "off the hook." In that case it's "busy" to anyone who calls. Please keep objects from under your telephone.

STEVE'S GARAGE
STEVE ZEGAR, Prop.
Open 24 Hours
TELEPHONE
SAN LUIS OBISPO **100**
Cars Washed, Polished, Steam Cleaned
Lubrication, Gasoline and Oil
Storage Night, Week or Month
One of the Most Modern
Garages on 101 Highway
Batteries, Automobile Accessories, etc.
Yellow Cab Stand, 1044 Monterey St.

Garages–(Cont'd)

Guy's Service Station 99 Traffic Way.Aroyo Grnde-105
Highway Garage 285 Price.....Pismo Bch-119
Hi-way Garage 918-13th.....Pso Robls-69
Hove Ed.....Templtn-6-W
KAMM C H & CO
1034 Monterey.....Sn Luis Obspo 332
Langan M B Buick Garage.....Cambria-2
MISSION GARAGE
Storage & Parking
1011 Chorro.....Sn Luis Obspo-388
Nipomo Garage 101 Hwy.....Nipomo 2491
O'Brien & Howard Garage
7th & Spring.....Pso Robls 148-J
Pauls' Automotive Service
99 Traffic Wy.....Aroyo Grnde 105
PAUL'S GARAGE
Nipomo & Monterey.....Sn Luis Obspo 2319-R
PIMENTEL & WEAVER GARAGE
Truck Repairs & Maintenance
101 Highway.....Sn Luis Obspo-1360
Pioneer Garage 1246 Spring.....Pso Robls-169-W
Pontiac Garage 1020Park.....Pso Robls-1000
Ray's Garage 101 Hwy.....S Margrita 50
Roberts Bros Garage 821 Price.....Pismo Bch 33
Roosevelt Garage.....Cayucos-9-M
Routzahn Motor Co 636Higuera...Sn Luis Obspo-1470
Service Garage 917-12th.....Pso Robls-35-R
SHANDON GARAGE Shandon.....Pso Robls-30-F-3
Standard Motor Sales 990 Higuera..Sn Luis Obspo-44
Star Garage Highway.....S Margrita-3
STEVE'S GARAGE 1044Monterey.Sn Luis Obspo-100
(See Advertisement Opposite Page)
Stinchfield's Garage 1348 Railroad....Pso Robls-1535
Sweeter's Garage Oceano.....Aroyo Grnde-230-F-14
Thresh E H Inc 1101Monterey....Sn Luis Obspo-102
Tunison Basil A 1501 Spring.....Pso Robls-514
Willy's Garage 526 Spring.....Pso Robls 413-M
If no answer call.....Pso Robls 1329-J
WILSON MOTORS 1234 Broad....Sn Luis Obspo 116

Garbage Collection

Paso Robles Waste Disposal
1719 Pine.Pso Robls-653-W
If no answer call.....Pso Robls-98
San Luis Garbage Co 1827 Broad.Sn Luis Obspo 1672
If no answer call.....Sn Luis Obspo 1680
Yates C E Ramona.....Aroyo Grnde 138-F-13

Gardeners

Lewis B I Sn Luis Rd.....Aroyo Grnde 220-F-3

Garments

See Women's Wearing Apparel Headings

Gas–Bottled

Franscioni Butane Sales & Serv
2801 Spring.Pso Robls-343

Emergency!

An emergency arises—you need help quickly! Physician, hospital, ambulance, taxi or plumber! The quickest way of finding whom to call is to—

LOOK IN THE
Classified
TELEPHONE SECTION

Gas Companies

Southern Counties Gas Co
Pismo Rd.....Aroyo Grnde 137-F-11
Southern Counties Gas Co 823-13th....Pso Robls-500
From Atascadero Exchange only (No Inter-City Charge) Ask "Operator" for Entrprise 10219
Southern Counties Gas Co
Office 504 Dolliver.....Pismo Bch 32-M
Southern Counties Gas Co
Office 1141 Chorro.....Sn Luis Obspo-16
Plant Broad.....Sn Luis Obspo-490
From Morro Bay Exchange only (No Inter-City Charge) Ask "Operator" for Entrprise-10206

Gasoline & Oil Marketers & Distrs

ASSOCIATED OIL CO
Osos & Marsh.....Sn Luis Obspo 727-W
BENNETT HAROLD E 1446 Spring...Pso Robls 176
General Petroleum Corp 5th&Pine.....Pso Robls-252
Richfield Oil Corp 6th&Pine.....Pso Robls-418
Richfield Oil Corp Orcutt Rd....Sn Luis Obspo-414-W
ROUNTREE OIL DISTRIBUTING CO
100 Traffic Wy.....Aroyo Grnde-54-J
Seaside Oil Co
P H Crum-Distributor
Pismo Hwy.....Sn Luis Obspo-1396
SEASIDE OIL CO.....Templtn-4
Sebastian Oil Distributing
220 Mason.....Aroyo Grnde 94-W
SIGNAL OIL CO 1446 Spring.....Pso Robls-176
Signal Oil Co 751 Marsh.....Sn Luis Obspo 802
If no answer call.....Sn Luis Obspo-1636-W
TEXAS CO THE DISTRIBUTOR
Stenner.Sn Luis Obspo-1277
Tide Water Associated Co
Osos & Marsh.....Sn Luis Obspo 727-W
TIDE WATER ASSOCIATED OIL CO
26th.Pso Robls-911-W
Wilshire Oil Co 101Hwy.....Sn Luis-565

Gasoline Service Stations

See Service Stations

Gift Shops

GIFT NOOK

GIFTS
FOR EVERY OCCASION
Variety Distinction
Greeting Cards

1120 Chorro.....Sn Luis Obspo 2826

JERRAM'S 1023 Osos.....Sn Luis Obspo 1661
RASMUSSEN HOUSE OF GIFTS
855 Main.....Morro Bay 3356

Gilfillan Radios–Phonographs–Television

Look on "R" pages under "Radio Dealers"

Ginger Ale–See Beverages–Non Alcoholic

Glace Fruits

See Confectioners Headings; also Fruits & Vegetables Headings

Glass–Auto, Plate, Window, Etc

Bouton Cabinet&Glass Shop
DelRioAv.Atascadero-255
PASO ROBLES GLASS SHOP
609 22d.....Pso Robls 469
(See Advertisement Opposite Page)
Pearson Glass Shop 673Higuera..Sn Luis Obspo-1372
(See Advertisement Opposite Page)
WESTERN CABINET WORKS
1000Park.Pso Robls-289

"Everything in Glass"

AUTOMOBILE

GLASS REPLACEMENTS
OF ALL KINDS

Estimates Given

PLATE & WINDOW GLASS
FURNITURE TOPS - MIRRORS - RESILVERING

PASO ROBLES GLASS SHOP

609 - 22nd

Phone Paso Robles 469
Residence Paso Robles 935-J

WINDOW - AUTO - PLATE

GLASS

FOR ALL PURPOSES

MIRRORS

MADE TO ORDER

RESILVERING - AUTO GLASS INSTALLED
TABLE & DESK TOPS

673 Higuera

Phone San Luis Obispo 1372

PEARSON GLASS SHOP

Glass–Block, Structural, Etc

PASO ROBLES GLASS SHOP 609-22d.Pso Robls 469

Glaziers

Paso Robles Glass Shop 609-22d.....Pso Robls-469

Gold Buyers

Marshall's Jewelry Store
790 Higuera.....Sn Luis Obspo 597

Golf Courses–Public

S L O County Morro Bay Golf Club...Morro Bay 3181

Goodrich B F Tires

Look on "T" pages under "Tires–Dealers"

Government Offices–City

See Alphabetical Directory Under "Name of City"

Government Offices–County

See Alphabetical Directory Under "San Luis Obispo County of"

Government Offices–Federal

See Alphabetical Directory Under "U S Government"

Government Offices–State

See Alphabetical Directory Under "Calif State of"

Grain Brokers

Loomis E C & Son 415 Branch.....Aroyo Grnde-32
Loomis E C & Son 147 High.....Sn Luis Obspo-1080

Grain Dealers

Cousins Jas I 822-13th.....Pso Robls 119-W
Loomis E C & Son 415 Branch.....Aroyo Grnde-32
Loomis E C & Son 147 High.....Sn Luis Obspo-1080
Pelton R D 1225 Riverside Av.....Pso Robls-214
Sutton H C 1227 Pine.....Pso Robls-379

Gravel–See Sand & Gravel

Greases

SAN LUIS TALLOW WORKS
WE SOLICIT
RESTAURANT SURPLUS GREASE
FATS - OILS - BONES
SEE OUR ADVERTISEMENT UNDER TALLOW
Call Us Collect
Clark Field.....Sn Luis Obspo-2646-W

Greeting Cards–Retail

Gift Nook 1120Chorro.....Sn Luis Obspo-2826

Greyhound Lines

Look on "B" pages under "Bus Lines"

A Directory Advertising Representative will be glad to help you prepare a Classified Directory advertisement that should be most profitable. You can reach him by calling the business office of the telephone company.

Grocers–Retail

Angello Carl Oceano.....Aroyo Grnde-231-F-4
ARROYO GRANDE COML CO
303 Branch.....Aroyo Grnde-202
Avila Grocery
Harold Martin-Proprietor
Avila.....Sn Luis Obspo-8-J-1
Baker & Roberts
Store No 1 839 Marsh.....Sn Luis Obspo-21
Store No 2 Pacific & Higuera..Sn Luis Obspo-2466
Bakers Store Grand Av.....Aroyo Grnde 223-F-14

BATAAN GROCERY
Complete Line of Groceries
FRESH MEATS
Fruits and Vegetables
BEER & WINE
138 Higuera.....Sn Luis Obspo 1795-J

Bennett R M 122 Branch.....Aroyo Grnde-8-J
Burton Grocery 420 High.....Sn Luis Obspo-302-W
C H B Market 661 Higuera.....Sn Luis Obspo-999
Calif Park Grocery
390 California Blvd.....Sn Luis Obispo 2738-W
CALLAWAY'S GROCERY
And Service Station
One Block South of Post Office
S 101 Hwy.....Nipomo 2321
Cobb's Fremont Grocery 1208Peach.Sn Luis Obspo-637
COOPER'S GROCERY 1638 Osos..Sn Luis Obspo 463
Del Monte Grocery
301 Snta Barbara.Sn Luis Obspo-1000
DONOHO BROS MARKET
2598 Spring.Pso Robls-1024
Edwards Grocery N Hwy.....Atascadero 488-W
Erich's Market 2611 Spring.....Pso Robls 1085-R
FAIR OAKS GROCERY
Grand & Halcyon.....Aroyo Grnde 236-F-12
Ford's Market 705 Dolliver.....Pismo Bch 61
Fox's Grocery Store Highway No 1....Cambria 42-W
Freeman's Grocery 2050 Monterey.Sn Luis Obspo 1625
G I MARKET 218 Dolliver.....Pismo Bch 308
Ghezzi's Store.....Cayucos-6-M
Glen Oaks Grocery S Hwy.....Atascadero-377
Gorham's Grocery No 2 101 Hwy.....Nipomo 2351
Halcyon Store Halcyon.....Aroyo Grnde-236-F-11
Hearn's Market 201Branch.....Aroyo Grnde-252
Hibbard & Co 721-12th.....Pso Robls-256
Jones Thad E 1221 Price.....Pismo Bch 335-R
Leidig's Market 447Higuera....Sn Luis Obspo-491-W
LES'S GROCERY
Beer & Wines
1901 Broad.....Sn Luis Obspo-2938
Litchfield's Market 695 Higuera..Sn Luis Obspo-2193
Log Cabin Market 400 Traffic Wy....Aroyo Grnde-55
Loy's Market 3d & Main.....Templtn 13-J
Lucas F D Store 101 Hwy.....Nipomo 2312
Mallory Henry T 1415 Beach.....Sn Luis Obspo-1273
Margarita Mercantile Co.....S Margrita-30
Martins Grocery 580 Cypress.....Pismo Bch-44
Maston's Grocery 5th&Main.....Morro Bay-2921
McKay P G Morro Strand.....Cayucos 52-J
Montgomery's Department Store
Oceano.Aroyo Grnde-230-F-2
Morro Bay Grocery 5th.....Morro Bay 2531
Muizo David 870Monterey.....Sn Luis Obspo-54
New Park Grocery 1401 Osos....Sn Luis Obspo-1431
Northside Gardens
1305 Highway No 1.....Morro Bay 3923
North Side Grocery 84 Snta Rosa..Sn Luis Obspo-465
Orcutt Market 835-12th.....Pso Robls-180
Paul's Grocery 110Branch.....Aroyo Grnde-255
Pennington's Grocery Highway.....S Margrita-22
Petersen's General Merchandise.....Templtn-7
PIONEER DRIVE-IN MARKET
Morro&Marsh.Sn Luis Obspo-1825
Radke's Atascadero Mkt Traffic Wy....Atascadero-89

(Continued Next Page)

Grocers–Retail–(Cont'd)

Rincon Grocery
Foothill & Rincon.....Sn Luis Obspo 1102-J
Robbins Corner 2028 Spring.....Pso Robls-409
Santa Rosa Street Market
Mill&Snta Rosa.Sn Luis Obspo-326
Sauer A Co 848 Monterey.....Sn Luis Obspo-27
Sears Market 700 Marsh.....Sn Luis Obspo 2180
Shell Beach Grocery Shell Bch.....Pismo Bch-328
Sinsheimer Bros 849 Monterey.....Sn Luis Obspo-18
Sinsheimer Bros 849 Monterey....Sn Luis Obspo-144
Smith Arthur R 2630 Broad.....Sn Luis Obspo-1532
Smith T E Service Station.....Nipomo 2341
Smith's Drive-In Market 2105 Spring..Pso Robls 313
Smith's Grocery S Highway.....Atascadero 299

SOUTHSIDE GROCERY
T. A. Collins, Proprietor
Complete Food Market
GROCERIES - FRESH MEATS
FRESH FRUITS & VEGETABLES
BEER and WINE
100 Higuera.....Sn Luis Obspo 1795-R

Three Corner Grocery
1609 Johnson.....Sn Luis Obspo 610-J
Tomasini Anita.....Cycos 23-W
Trail-Er-In Grocery
Del Rio & 101 Hwy.....Atascadero 488-J
Vallancey Grocery 845 Main.....Morro Bay 2771
Whitey's Meat Market 1218 Park.....Pso Robls 23
Wilson's Cash Store 2039Broad..Sn Luis Obspo-2713

Grocers–Whsle

Adler Wholesale Co 1301 Carmel..Sn Luis Obspo-260
JUILLARD-COCKCROFT
230 Snta Barbara Av.Sn Luis Obspo-93
RAND & HALPIN & HIBLER INC
A H Lindquist-Resident Manager
2056 Hope.....Sn Luis Obspo-1265
ROSENTHAL MART 443 Higuera.Sn Luis Obspo 644
SIMON LEVI CO LTD
Distrs Best Foods Products
668 Upham.....Sn Luis Obspo-1894

Grocery Products Brokers

See Food Products Brokers

Guides–Shippers'–See Publishers

Gunsmiths

LUNDGREN ERIC 1326 Park.....Pso Robls-470
Sportsman's Store 660 Higuera..Sn Luis Obspo 2520

Haberdashery

See Men's Furnishings Headings

Hairdressers–See Beauty Shops

Handicraft Supplies

TnT Hobby Shop 751 Marsh...Sn Luis Obspo 2380-W

Hardware–Retail

Atascadero Hardware Traffic Wy.....Atascadero-133
Beach Store 447 Cypress.....Pismo Bch-39
BRISCO HARDWARE 857 Monterey.Sn Luis Obspo-41
(See Advertisement This Page)
COOPERATIVE FARMERS SUPPLY CO INC
1311 Park.....Pso Robls-344
Dickie's Hardware & Plumbing Shop.....Cambria-36
Erhart A R 447 Cypress.....Pismo Bch-39
FARMER'S HARDWARE & EQUIP CO
581 Higuera.Sn Luis Obspo-852

Hardware–Retail–(Cont'd)

Forden's Hardware 1033 Chorro...Sn Luis Obspo-273
Grisanti Hardware Hwy.....Atascadero 580
HEATON R C CO 803-13th.....Pso Robls-29
Hewitt H.....Templtn-17
Howard & Bates 109 Branch.....Aroyo Grnde-84
Mineau & Loomis Lumber Co
405 Branch.....Aroyo Grnde 262
Morro Bay Hardware Store 375-5th..Morro Bay-2941

PACIFIC COAST LUMBER CO OF CALIF
A Complete Line of
BUILDERS' HARDWARE
PIPE - CONCRETE - OILS
ALUMINUM GARAGE DOORS
CEMENT - STUCCO - PLASTERS
ROOFING MATERIALS
271 Higuera.....Sn Luis Obspo 1420
410 Branch.....Aroyo Grnde 33

PASO ROBLES MERCANTILE CO
839-12th.Pso Robls-340

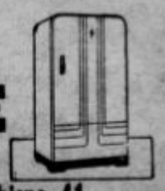
UNION HARDWARE CO
SMITH BROS., Owners
WEDGEWOOD STOVES
SERVEL GAS REFRIGERATORS
FULLER PAINTS
Where Most People Buy Their
HARDWARE & HOUSEWARES
725 Higuera.....Sn Luis Obspo-43

Union Hardware Co 725Higuera....Sn Luis Obspo-43

Memory plays tricks. If in doubt about a telephone number, please look it up in the Directory.

HARDWARE
Mechanical and Garden **TOOLS**
SPORTING GOODS

HOUSEWARES
ELECTRIC APPLIANCES AND SUPPLIES
STEWART-WARNER & SONORA RADIOS
REFRIGERATORS
WASHING MACHINES
FURNACES & WATER HEATERS
Old Colony Paints
BRISCO HARDWARE



857 Monterey St.
Phone San Luis Obispo 41

Hardwood Floors
See Floors–Materials & Laying

Hardwoods–See Lumber Headings

Harness
FARMER'S HARDWARE & EQUIP CO
581 Higuera.....Sn Luis Obspo 852
(See Advertisement This Page)
ROUND UP 724-13th.....Pso Robls 1180

Harvesters–See Agricultural Implements

Hatcheries–Poultry
BLACK'S HATCHERY Riverside...Pso Robls 186-W
GROVER CITY HATCHERY
Grand Av.....Aroyo Grnde-261-F-12
Kimber Poultry Breeding Farms
One Day Old Baby Chicks
Snta Cruz Rd.....Atascadero-42-W
McKeen's Hatchery
Baby Chicks Day Old & Started
Poultry Equipment
Laurel Ln.....Sn Luis Obspo 1452-M

Hats–Renovators
Wardrobe The 1137 Garden.....Sn Luis Obspo-892

Hawaiian Goods–See Gift Shops

Health Food Products–Retail
MacKay's Modern Foods
1135 Garden.....Sn Luis Obspo-1444

Hearing Aids
SONOTONE OF SANTA BARBARA
W A Renstrom Mgr
19 E Canon Perdido Snta Barbara
(Toll) Call "Operator" for...Snta Barbara-7819
ZENITH RADIONIC HEARING AIDS—
SAN LUIS OPTICAL DISPENSARY
846 Higuera.....Sn Luis Obspo 1308

Telephone men in all parts of the Bell System have had long experience in working together. Tools, equipment, methods of tackling the job and the "language of the business" are the same north or south, east or west. This nationwide unity of method and spirit means a telephone service of the utmost dependability.

RIDING EQUIPMENT
SADDLES
HARNESS &
ACCESSORIES
FARMER'S
HARDWARE & EQUIPMENT CO.
581 Higuera San Luis Obispo 852

Heaters
See also Furnaces–Heating
DEARBORN HEATERS—
SAN LUIS BUTANE DISTRS
Ensenada Av.....Atascadero 151

General Elec Appliances
Atascadero Garage Bldg.....Atascadero 490
General Electric Appliances 823-12th.Pso Robls 1507
MODERNE THE
Gas-Electric & Fuel Oil
685 Higuera.....Sn Luis Obspo-826

Heaters–Water
See Water Heaters Headings

Heating Apparatus
See Specific Kinds, i.e., Furnace Headings; Water Heaters; Etc

Heating Contractors
See Contractors–Heating & Ventilating

Herbs
Wu H M 1128 Chorro.....Sn Luis Obspo-1750-W

Hogs–See Livestock

Home Food Freezers
See Freezers–Food Storage Units

Home Plans
Holdredge Wm Decker
1641 Mill.....Sn Luis Obspo 2467-J

Hospitals
ATASCADERO GENERAL HOSPITAL
Magnolia Av. Atascadero-170
FRENCH HOSPITAL 1170 Marsh..Sn Luis Obspo 73
If no answer call.....Sn Luis Obspo 478
General Hospital Johnson.....Sn Luis Obspo-1500
MOUNTAIN VIEW HOSPITAL
1530 Marsh. Sn Luis Obspo-1400
SCOTT'S FAIR OAKS CONVALESCENT HOME
Chronic Cases-Home For Aged-Modern Quiet
Fair Oaks.....Aroyo Grnde-228-F-22

Hotels
ANDERSON HOTEL Monterey....Sn Luis Obspo-902
ANDREWS HOTEL
Ethel V Venn-Lessee-Manager
901 Osos.....Sn Luis Obspo-317
ANTLERS HOTEL 1238 Spring.....Pso Robls 262
Atascadero Hotel S Highway.....Atascadero-197
Beechwood Aut-O-Tel 74 Higuera.Sn Luis Obspo-911
Blackstone Hotel 844 Monterey...Sn Luis Obspo-840

CAMBRIA PINES LODGE
Situated in the Pines
Highway No. 1
Hotel Rooms and Cabins
Dining Room - Excellent Cuisine
Phone for Reservation
Cambria .....Cambria 50

Camozzi Hotel.....Cambria-11-M
CARLTON HOTEL Hwy.....Atascadero-177
(See Advertisement Opposite Page)
Dollar Hotel The 1317 Spring.....Pso Robls-290
(Continued Next Page)

The oldest of all the telephone industry's traditions is service.

Hotels–(Cont'd)
EL REY HOTEL COURT
Mrs. Sallie W. Baker, Propr.
APARTMENTS & ROOMS
PERMANENT AND TRANSIENT
NEW AND MODERN
Morro .....Morro Bay 2381

Golden State Hotel 1109 Morro...Sn Luis Obspo-175
Granada Hotel 1128 Morro.....Sn Luis Obspo-232
HOTEL BUTLER 440 Pomeroy Av....Pismo Bch-41
HOTEL NORTON 1227 Spring.....Pso Robls-149
Hotel Obispo 1025 Court.....Sn Luis Obspo-189
HOTEL OLSEN 607 Price.....Pismo Bch 20
Hotel Park 1815 Osos.....Sn Luis Obspo-792

HOTEL SAN LUIS
Rita Soto-Proprietress
697 Higuera.....Sn Luis Obspo-1917

HOTEL TAYLOR
100 ATTRACTIVE ROOMS
In the Heart of Paso Robles
Safety - Comfort - Convenience
Steam Heat - Air Conditioned
Delicious Food - Free Parking
Reasonable Rates
1308 Spring.....Pso Robls 158

HOTEL WINEMAN Higuera.....Sn Luis Obspo 1800
(Continued Next Page)

You can find out "Where To Buy It" by looking in the Yellow Pages.

THE ORIGINAL
MOTEL INN
The Coast Highway's Ideal Midway Pause
240 MILES TO SAN FRANCISCO — MIDWAY — 206 MILES TO LOS ANGELES
In the Foothills (Route 101) on El Camino Real
HALFWAY BETWEEN SAN FRANCISCO & LOS ANGELES
Charming Spanish Bungalows - in a Garden Setting
Excellent Dining Room and Cocktail Lounge
RIDING STABLES ON PREMISES
SADDLE HORSES FOR RENT
HAROLD SPILLERS, *Manager*
At North City Limit
SAN LUIS OBISPO
Phone San Luis Obispo 1340

SHOP IN THE YELLOW PAGES
Whenever you want information about an article, a service or a certain business
LOOK IN THE
Classified
TELEPHONE SECTION

CARLTON
HOTEL
COFFEE SHOP COCKTAIL LOUNGE
COCKTAILS IN THE
Fiesta Room
"Best by Farr"
ATASCADERO
Phone 177
ON HWY. 101 ATASCADERO

Hotels–(Cont'd)

I X L Hotel
C A Tingley Owner
740-14th ..... Pso Robls-269
Marshall Hotel 874 Higuera..... Sn Luis Obspo-400
Midway Hotel 997 Higuera..... Sn Luis Obspo 1991
Mission Hotel 865 Monterey... Sn Luis Obspo-593-W
Morro Hotel 1011 Morro..... Sn Luis Obspo-2037-W
MOTEL INN Monterey..... Sn Luis Obspo-1340
(See Advertisement Preceding Page)
Motel Marianna 730 Spring..... Pso Robls-417
Oasis Cafe&Hotel..... S Margrita-1
Oceano Hotel Oceano..... Aroyo Grnde-230-F-21
PAC HOTEL
Mrs Lela Alston Propr
158 Higuera..... Sn Luis Obspo 2557
PASO ROBLES INN 1103 Spring.... Pso Robls-1100
PINES HOTEL THE
C L Fox Prop
We Serve Complete Dinners
1 Mile North of Cambria
HighwayNo1 ..... Cambria-69
Plaza Hotel 979 Osos..... Sn Luis Obspo-1946
RANCHOTEL 1900 Monterey.... Sn Luis Obspo 2333
Rhodes Hotel 864 Monterey.... Sn Luis Obspo-2765-J
Shangri-La Motel
S Hwy & Morro Rd..... Atascadero 136

STEVENS HOTEL
A RESIDENTIAL HOTEL
PERMANENT & TRANSIENT
GUESTS
APARTMENTS
DAILY & WEEKLY RATES
916-13th ..... Pso Robls-224

TAYLOR HOTEL 1308 Spring..... Pso Robls-158
Travelodge 2701 Spring..... Pso Robls 304
Wineman Hotel Higuera..... Sn Luis Obspo-1800

House Movers

Van Ronk L T Shell Beach..... Pismo Bch 29-M
York-Davis & Bakke House Movers
697 Mitchell Dr..... Sn Luis Obspo 1190-W

Ice

Holt's Milk & Ice Service 550 Pismo... Pismo Bch-89
Mahan Thomas A 451 Pismo..... Pismo Bch-47
Paso Robles Ice Service 846-9th..... Pso Robls-233
Pismo Oceano Ice Co Oceano... Aroyo Grnde 271-F-2
Puritan Ice Co Traffic Wy..... Atascadero-59

SAN LUIS ICE & COLD STORAGE CORP
CRYSTAL CLEAR ICE
Crushed, Bulk or Cubes
CITY WIDE
DELIVERY SERVICE
1409 Walker..... Sn Luis Obspo-67

Ice Cream Dealers

GOLDEN STATE COMPANY LTD
570 Higuera. Sn Luis Obspo-181
Grande Ice Cream Co 116 W Branch.. Aroyo Grnde-22
Grande Ice Cream Plant 331 Mason.. Aroyo Grnde-112
Meadow Gold Ice Cream Division
Of Beatrice Foods Co
2840 Spring..... Pso Robls 464
Sno-White Creamery
888 Monterey..... Sn Luis Obspo 1872

There are 6,156 telephone companies serving the United States.

Ice Cream–Mfrs & Distrs

BEATRICE FOODS CO
2840 Spring..... Pso Robls 464
GRANDE ICE CREAM CO
Ice Cream-Frozen Foods
116 W Branch..... Aroyo Grnde 22
MEADOW GOLD ICE CREAM DIVISION OF BEATRICE FOODS CO 2840 Spring. Pso Robls 464

Implements–Agricultural

See Agricultural Implements

Incinerators

BURT & BURT..... Cambria 66

Income Tax Consultants

See Tax Consultants

Indian Goods–See Gift Shops

Infants' Garments

See Children's & Infants' Garments Headings

Insecticides

Clark Fred W Feed Co 135 Traffic. Aroyo Grnde 200-W
Loomis E C & Son 415 Branch..... Aroyo Grnde-32
Loomis E C & Son 147 High..... Sn Luis Obspo-1080

Insulation Materials–Cold & Heat

Builders Market 1115-13th..... Pso Robls-277
KYLE COMPANY 1609 Osos..... Sn Luis Obspo 546
(See Advertisement Opposite Page)

Insurance Adjusters–See Adjusters

Insurance Agents & Brokers

Atkinson E H 1009 Higuera..... Sn Luis Obspo-697
BACHINO&STOCKIRD
Successors To Ernest Vollmer
740 Higuera..... Sn Luis Obspo-393
Bolton Henry C 1013 Chorro.... Sn Luis Obspo-1875

CALIFORNIA WESTERN STATES LIFE
MISS ALVA J. GREEN
Special Agent
CALIFORNIA
WESTERN STATES LIFE
LIFE - HEALTH - ACCIDENT
Also General Insurance
1042 Palm..... Sn Luis Obspo 938

CLIFFORD INSURANCE AGENCY
727-13th ..... Pso Robls 264-W
Cousins James I 822-13th..... Pso Robls-119-W
Curtright L T 785 Marsh..... Sn Luis Obspo-1676
DE CHAINE BOB INSURANCE AGENCY
733-12th. Pso Robls-129
Delmartini Chas 1035 Chorro.... Sn Luis Obspo 1609
Donati Lincoln A ..... Cayucos 48-M
EVANS BROKERAGE CO
1118 Chorro..... Sn Luis Obspo-63

EVANS GERALD B
Complete INSURANCE Service
FIRE - CASUALTY - MARINE
FIDELITY & SURETY
Representing Capital Stock
Insurance Companies
1118 Chorro..... Sn Luis Obspo-63

(Continued on Pages 61 and 62)

JOHNS-MANVILLE
"BLOWN" ROCK WOOL INSULATION
COMFORT
Blown Thru a Hose
SCIENTIFICALLY INSTALLED
HOMES or BUILDINGS - OLD or NEW
Up to 20° cooler in Summer • Save ⅓ or more of your Winter fuel bills!
ALL TYPES "J. M." INSULATION

KYLE COMPANY
HARRY KYLE, MGR. - ESTABLISHED OVER 21 YEARS
1609 OSOS ST. San Luis Obispo 546
Residence San Luis Obispo 523
NO DOWN PAYMENT - EASY TERMS - FREE ESTIMATES - NO OBLIGATION
Government Urges Home Insulation to Conserve Fuel for Nat'l Economy

STATE FARM MUTUAL AUTO INS. CO. — STATE FARM LIFE INSURANCE CO. — PLENTY FOR YOU & YOURS — BLOOMINGTON, ILL. — STATE FARM FIRE INSURANCE CO. — FIRE AND MARINE — BLOOMINGTON, ILL.

STATE FARM MUTUAL
AUTO INSURANCE AGENCY
WORLD'S LARGEST AUTOMOBILE INSURANCE COMPANY
AUTO - LIFE - FIRE
Comprehensive **LIABILITY** for Farm & Residence
Office 1016 Court St. - San Luis Obispo
Phone San Luis Obispo 1380
IF NO ANSWER CALL
THERESA RIGDON
Res. San Luis Obispo 1357
HILIE WALKER
Res. Atascadero 258-W

Insurance Agents & Brokers—(Cont'd)

FARMER'S AUTOMOBILE INTER-INS EXCHANGE
Harry Edwards-Agent
327-15th ..... Pso Robls 1509-M

Fitzgerald Maurice W 852 Higuera. Sn Luis Obspo-839
Gist Fred L 1035 Chorro..... Sn Luis Obspo-858

GREEN ALVA J 1042 Palm..... Sn Luis Obspo 938

HARTFORD FIRE INSURANCE—
COUSINS JAMES I 822-13th.. Pso Robls-119-W

HENDERSON BROKERAGE CO
Highway. Atascadero-194
Hier-Johnson C Hier Bldg..... Atascadero 28-J

JEFFERSON STANDARD LIFE INSURANCE—
VAN HORN OTTO B 612-12th.... Pso Robls-1414

FARMERS INSURANCE GROUP
Symbol of Superior Service

FARMER'S INSURANCE GROUP

• AUTO • TRUCK • FIRE

INSURANCE AT A SAVING

E. H. ATKINSON
District Agt.

TELEPHONES
SAN LUIS OBISPO 697
Nights: San Luis Obispo 1014

1009 Higuera St.
SAN LUIS OBISPO

STATE FARM INSURANCE COMPANIES
World's Largest Auto Insurer

AUTO - FIRE
LIABILITY - LIFE

See Us Before You Buy Your New Car for Better Financing

FRED W. WHITAKER
204-17TH ST.
PASO ROBLES 678

Jefferson Standard Life Ins Co
612-12th. Pso Robls-1414
Johnson Realty Highway..... Atascadero 280-W
KAISER ALVIN R 1115 Chorro... Sn Luis Obspo 2685
Kamm L W 1137 Chorro..... Sn Luis Obspo-1051
KENNEDY RALPH C 858 Marsh. Sn Luis Obspo-1900
Lawrence L W 1020 Broad..... Sn Luis Obspo-121
Lessi C L 1137 Chorro..... Sn Luis Obspo 632
LEWIN BEHNHARD 792 Monterey. Sn Luis Obspo 325
Lewin M & Son 792 Monterey..... Sn Luis Obspo 325
Loomis E C & Son 415 Branch..... Arroyo Grnde-32
Madison Jack C 864 Murray..... Sn Luis Obspo 2078
MUTUAL LIFE INS CO OF N Y
R P Davis Representative
1411 Essex..... Sn Luis Obspo-842-R
NELSON WM A
Stanley H Nelson
982 Monterey..... Sn Luis Obspo-2134
Pierce Kem D Mrs 227-12th..... Pso Robls-1021
Polizzotto Paul 852 Higuera..... Sn Luis Obspo-173
RIGDON THERESA 1016 Court.. Sn Luis Obspo 1380
Santa Barbara Co Farmers Mutual Fire Assn
1016 Court..... Sn Luis Obspo 1380
Sobey Gifford L Jr 705-12th..... Pso Robls 28
STATE FARM INSURANCE COMPANIES
1016 Court. Sn Luis Obspo-1380
(See Advertisement Preceding Page)
Thornburg Grace R Mrs 1028 Chorro. Sn Luis Obspo-11
Whitaker Fred W 204-17th..... Pso Robls-678
(See Advertisement This Page)

Insurance Companies & General Agencies

Calif Western States Life
1042 Palm..... Sn Luis Obspo 938
Calif Western States Life Insurance Co
864 Murray..... Sn Luis Obspo 2078
Farmer's Automobile Inter-Insurance Exchange
327-15th ..... Pso Robls 1509-M
FARMER'S AUTOMOBILE INTER-INSURANCE EXCHANGE 1009 Higuera. Sn Luis Obspo-697
(See Advertisement This Page)
Metropolitan Life Ins Co
1042 Pismo..... Sn Luis Obspo 734
Metropolitan Life Ins Co
James F Irvin-Agent
1042 Pismo..... Sn Luis Obspo-734
NEW YORK LIFE INSURANCE CO
C L Lessi-Special Agent
1137 Chorro..... Sn Luis Obspo 632
Northwestern Mutual Life Ins Co
The Dividend Paying Co of America
852 Higuera..... Sn Luis Obspo-173
State Farm Insurance Companies
1016 Court. Sn Luis Obspo-1380
State Farm Mutual Insurance Co's
204-17th. Pso Robls-678

Interior Decorators

WHITAKER'S FURNITURE
766 Higuera. Sn Luis Obspo-1006

Investments

Wickenden W C 1035 Chorro..... Sn Luis Obspo-858

Investments—Real Estate—See Real Estate

Iron Ornamental Work

PATTERSON & ELVIN IRON WORKS
Ornamental Iron, Grilles, Balconies
Railings, Steel & Iron Stairs, Folding Gates, Sidewalk Doors, Wire Work FIRE ESCAPES, "SAFEXIT COLLAPSIBLE LADDERS," JOIST HANGERS - In Stock Light Steel Fabricators, Miscellaneous Iron, Rods, Plates, Angles, Etc.
280-13th St Sn Francisco
(Toll) Call "Operator" for..... Market-3646

Iron—Scrap—See Junk Dealers

Ironing Machines

CONLON IRONERS—
LONG E E PIANO CO
777 Marsh..... Sn Luis Obspo 506

EASY IRONERS—
LONG E E PIANO CO
777 Marsh..... Sn Luis Obspo 506
Long E E Piano Co 777 Marsh.... Sn Luis Obspo-506

MAYTAG IRONING MACHINES—
LONG E E PIANO CO
777 Marsh..... Sn Luis Obspo 506

McMAHAN FURNITURE CO
855 Marsh..... Sn Luis Obspo 1573
MODERNE THE
Ironrite And Horton
685 Higuera..... Sn Luis Obspo-826

Janitor Service

ABARETTI'S FLOOR SERVICE
Contracts Taken by Week or Month
1520 Carmel..... Sn Luis Obspo 1971-W

SAN LUIS JANITOR SERVICE
General Maintenance
Floors Cleaned - Waxed - Polished
Windows Washed
1302-1st ..... Sn Luis Obspo 2968-W

Jewelers—Mfrs

BROWN CLARENCE 862 Higuera. Sn Luis Obspo-1312

Jewelers—Retail

BROWN CLARENCE
Your Credit Jeweler
DIAMONDS - WATCHES - JEWELRY
JEWELRY MADE TO ORDER
Engraving - Diamond Setting
All Work Guaranteed
862 Higuera..... Sn Luis Obspo-1312

COLYER'S JEWELRY 741-12th..... Pso Robls 789
JERRAM'S 1023 Osos..... Sn Luis Obspo 1661
(See Advertisement This Page)
Levin A W 741-12th..... Pso Robls-789

MARSHALL'S JEWELRY STORE
Since 1889
DIAMONDS
790 Higuera..... Sn Luis Obspo-597

Miller & Oliver Hwy..... Atascadero 244-W
Paso Robles Jewelry Store 725-13th... Pso Robls-443
SAN LUIS LOAN & JEWELRY CO
974A Monterey..... Sn Luis Obspo 2958-W
Sinclair's Jewelry 1044 Chorro... Sn Luis Obspo-1482
VIGNEAU'S JEWELRY STORE
867 Monterey. Sn Luis Obspo-593-J

Jewelers—Whsle

Bell & Smith Inc 40-1st S F
(Toll) Call "Operator" for..... Sutter 0248

Jewelry Engravers

BROWN CLARENCE 862 Higuera. Sn Luis Obspo-1312

Junk Dealers

Mission Wrecking & Salvage Co
553 Higuera. Sn Luis Obspo-1608

Justices of the Peace

San Luis Obispo County Justice of Peace
Garden Farms..... S Margrita 48-Y-2

Kaiser Frazer Sales and Service

Look on "A" pages under
"Automobile Dealers—New Cars"

Kennels

Winkley Boarding Kennels
Orcutt Rd. Sn Luis Obspo-5-J-2

Kerosene—See Oils—Fuel & Heating

Keys—See Locksmiths

Kitchen Equipment

HICKENBOTTOM J F & SONS
Youngstown Steel Kitchen Cabinets
745 Higuera..... Sn Luis Obspo 609
Western Cabinet Works 1000 Park.... Pso Robls 289

YOUNGSTOWN KITCHEN—
ZEGAR FURNITURE STORE
840 Monterey..... Sn Luis Obspo 85

Knit Goods—Blocking—See Cleaners & Dyers

JERRAM'S
The House of Fine Diamonds

Expert Watch Repairing
Telephone
San Luis Obispo 1661
1023 OSOS
WATCHES TIMED BY ELECTRONICS
R. E. GRAGG

DRY CLEANING

Telephone

San Luis Obispo

70

•

Let the

HOME LAUNDRY Co.

1323 Morro Street

TAKE WASHDAY OUT OF YOUR HOME

LAUNDRY

- DRY CLEANING AGENCY
- LINEN SUPPLY SERVICE
- FINISHED WORK
- FAMILY BUNDLES
- DRY & WET WASH

We Give Complete Coverage on All Service

CAMBRIA PINES LAUNDRY

LEON BORDEGARAY, *Prop.*

Phone

CAMBRIA 45-J

Labor Organizations

Carpenter's Local 1632 940 Chorro.Sn Luis Obspo-117
Culinary Alliance&Bartenders' Union Loc-703
Marie Birdsong Sectry
992 Monterey.....Sn Luis Obspo 2783
Labor Local No 1464 A F of L
Construction & General-Local No 1464
A F of L Labor Temple
1530 Monterey.....Sn Luis Obspo-256
Machinist Union Local 1166
186 Stenner.....Sn Luis Obspo 1792
Teamsters Union Local 381
1530 Monterey.....Sn Luis Obspo 1881

Laboratories–Dental

See Dental Laboratories

Laboratories–Medical

McCombie Laboratory 773 Pismo. Sn Luis Obspo-1298
If no answer call.....Sn Luis Obspo 2677-R
If no answer call.....Sn Luis Obspo 1167-J

Lacquer Finishing

See Painting Contractors

Ladies' Tailors–See Tailors–Ladies'

Lamps–Retail

IMPERIAL LAMPS—
ZEGAR FURNITURE STORE
840 Monterey.....Sn Luis Obspo 85

REMBRANDT LAMPS—
ZEGAR FURNITURE STORE
840 Monterey.....Sn Luis Obspo 85

ZEGAR FURNITURE STORE
See Our Adv Under Furniture
840 Monterey.....Sn Luis Obspo 85

Land Leveling

See also Contractors–Excavating

BENNETT CONSTRUCTION CO

ROAD BUILDING
HEAVY DUTY TRACTOR WORK
CARRYALL - SCRAPERS
BULLDOZERS - RIPPERS

1446 Spring.....Pso Robls 176

Landscape Architects

Lewis B I Sn Luis Rd.....Aroyo Grnde 220-F-3

Landscape Construction

Eells & Drews 1945 Olive.....Pso Robls 1124-W

Lathers

Fuller Garland V Halycon.....Aroyo Grnde 242-F-15

Laundries

Berry's Family Laundry Oceano. Aroyo Grnde 258-F-3
BRUSHA'S SELF SERVICE LAUNDRY
9th & Main.....Morro Bay 2151
CAMBRIA PINES LAUNDRY.....Cambria 45-J
(See Advertisement This Page)
ECONOMY CLEANERS & LAUNDRIES
23d&Spring. Pso Robls-720
(See Advertisement Opposite Page)

(Continued Next Page)

Laundries–(Cont'd)

HOME LAUNDRY CO 1323 Morro..Sn Luis Obspo-70
(See Advertisement Opposite Page)
Mission Laundry 331 Pacific.....Sn Luis Obspo-1440
MODEL LINEN SUPPLY
348 Higuera. Sn Luis Obspo-1238
Modern Family Laundry
1313 Broad. Sn Luis Obspo-304
PASO ROBLES LAUNDRY & DRY CLEANING
1344 Pine.....Pso Robls-315
(See Advertisement This Page)

Laundries–Baby Garment–See Laundries

Laundries–Self Service

Alexander's Serve Your Self Laundry
801 Pine.....Pso Robls 1329-M

Lawyers–See Attorneys

Leather Goods–Retail

Burriss E E 1009 Chorro.....Sn Luis Obspo 152-W
Pioneer Leather Store 1231Pine.....Pso Robls-747

Letter & Addressing Service

See also Multi-Copy Service
SMITH WM T 1151 Murray.....Sn Luis Obspo 505

Letters–Sign

GREEN JOE NEON PRODUCTS
750 Mill.....Sn Luis Obspo 2511-J
Woods Sign Service 678 Marsh...Sn Luis Obspo 2716

Libraries–Circulating & Rental

Armstrongs Book Shop 608-12th.....Pso Robls 608
HILLS STATIONERY
1127 Chorro.....Sn Luis Obspo 1403

Libraries–Institutional

San Luis Obispo Co Law Library
Court House. Sn Luis Obspo-1145

Libraries–Public

County Library Court House.....Sn Luis Obspo-1157
Paso Robles Pub Lib 12th.....Pso Robls-106-J
San Luis Obispo City of
Public Library
NBroad&Monterey. Sn Luis Obspo-2606

Light & Power Companies

See Electric Light & Power Companies

Lighting Systems & Equipment

Brown's Walt Electric Service
687 Pacific.....Sn Luis Obspo-97-W
KOHLER LIGHTING PLANTS—
SILER & BOTTS 829-13th.....Pso Robls 189

Limes–Fresh

See Fruits & Vegetables Headings

Linen Supply Service

Model Linen Supply 348 Higuera..Sn Luis Obspo-1238
(See Advertisement This Page)

Books, ash trays, ornaments can keep your telephone "off the hook." In that case it's "busy" to anyone who calls. Please keep objects from under your telephone.

LAUNDRY

Phone
PASO ROBLES 720
23rd & Spring

ECONOMY CLEANERS & LAUNDRIES

PASO ROBLES LAUNDRY
and Cleaners
• LET ONE STOP DO IT ALL
Call
PASO ROBLES 315
1344 PINE STREET

MODEL
LINEN & TOWEL
SERVICE
Individual Hand Towel Service for
OFFICE • SHOP • FACTORY
MONTHLY RENTAL SERVICE
ALSO FOR
- DOCTORS
- BEAUTY SHOPS
- RESTAURANTS
- BARBERS
- BUTCHERS
- GARAGES

SAN LUIS OBISPO 1238

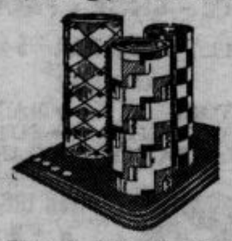
If No Answer Call San Luis Obispo 2058
Service to
Paso Robles, San Miguel, King City, Santa Maria, Atascadero, Pismo Beach, Arroyo Grande, Morro Bay

348 HIGUERA **SAN LUIS OBISPO**

Armstrong's Linoleum

FEATURE STRIP - COVE BASE
ASPHALT TILE
DRAIN BOARDS
Complete Home Furnishings
Arroyo Grande 122
WALKER'S HOME SUPPLY
BRIDGE & BRANCH

THE HOUSE OF
Zegar's
FINE FURNITURE
Everything for the Home



ARMSTRONG LINOLEUM
SAN LUIS OBISPO
85
840 MONTEREY

Linoleum–Retail

ARMSTRONG LINOLEUM–
ZEGAR FURNITURE STORE
840 Monterey.....Sn Luis Obspo 85

HEATON R C CO 803-13th.....Pso Robls-29
Walker's Home Supply
Bridge & Branch.....Aroyo Grnde 122
(See Advertisement This Page)
WESTS HOUSE OF CHARM
1226 Osos.....Sn Luis Obspo 2092-J
WHITAKER'S FURNITURE
766 Higuera.....Sn Luis Obspo-1006
ZEGAR FURNITURE STORE
840 Monterey.....Sn Luis Obispo 85
(See Advertisement This Page)

Liquefied Petroleum Gases

Boal's Butane Service Highway No 1.....Cayucos 53
Butane Service of Atascadero
Ensenada Av.....Atascadero 151
FRANSCIONI BUTANE SALES & SERV
2801 Spring.Pso Robls-343
(See Advertisement Opposite Page)
FRANSCIONI & DAVIS BUTANE SALES
884 N Broad.....Sn Luis Obspo 356-J
(See Advertisement Opposite Page)
SAN LUIS BUTANE DISTRS
EnsenadaAv.Atascadero-151
(See Advertisement Opposite Page)

Liquor Stores

Bay's Liquor Store 728 Marsh...Sn Luis Obspo-1539
BLACK & WHITE LIQUOR STORE
835-13th.....Pso Robls-611
BROWN & DOYLE LIQUOR STORE
1026 Morro.Sn Luis Obspo-2507-W

EL CAMINO LIQUOR STORE
IF YOU ARE A CONNOISSEUR OF FINE LIQUORS
We Can Bring a Twinkle to Your Eyes
DROP IN AND LET US SERVE YOU
You Will Know the Quality Is Tops
If Your Selection Is Made Here
960 Monterey.....Sn Luis Obspo-1821

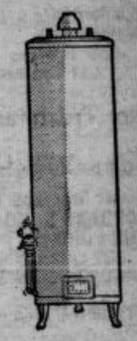
Ernie's Liquor Store
1256 Monterey.....Sn Luis Obspo 1434-W
FRANK'S CAFE 645 Higuera....Sn Luis Obspo 2158
FRANK'S LIQUOR STORE
1019Chorro.Sn Luis Obspo-1022
FRED'S PLACE Oceano.....Aroyo Grnde-230-F-13
GOLD ROOM LIQUOR STORE
893Monterey.Sn Luis Obspo-230
Hoon's Liquor Store Dollar Hotel Bldg..Pso Robls-714
IDAHO CLUB 400 Cypress.....Pismo Bch 161

LEIDIG'S MARKET
A Complete Line of
DOMESTIC & IMPORTED WINES
The Finer Brands of
BOURBON - SCOTCH
CANADIAN WHISKEY
CORDIALS - LIQUEURS & MIXERS
447Higuera.....Sn Luis Obspo-491-W

Mac's Liquor Store N Hwy.....Atascadero 384-W
OCEAN VIEW TAVERN Avila...Sn Luis Obspo 8-J-3
OSOS LIQUOR STORE 1601 Osos..Sn Luis Obspo-42
PASO ROBLES INN LIQUOR MART
1107 Spring.Pso Robls-1023
PASO ROBLES LIQUOR STORE
Johnny Jordan&Al Casper Props
1240 Spring.....Pso Robls-197
Pergola Liquor Store 978 Morro...Sn Luis Obspo-755
PHIL'S PLACE Oceano.....Aroyo Grnde-258-F-22

(Continued On Page 68)

BUTANE AND PROPANE
Sales & Service
"COMMERCIAL & DOMESTIC"



WEDGEWOOD STOVES
TAPPAN GAS RANGES
MALSBARY STERILIZERS

APEX WASHERS
VACUUMS
IRONERS
Expert Service

PHONE
SAN LUIS OBISPO
356-J

RHEEM WATER AND SPACE HEATERS
DEARBORN SPACE HEATERS
Estimates Given

FRANSCIONI & DAVIS
BUTANE SALES
884 N. BROAD — SAN LUIS OBISPO

PROPANE
BUTANE
WEDGEWOOD GAS RANGES
SERVEL-ELECTROLUX
GAS REFRIGERATORS
WATER HEATERS
DEARBORN SPACE HEATERS
Open 24 Hours Daily
Paso Robles **343**
FRANSCIONI
Butane Sales and Service
2801 SPRING

WHEN AN
EMERGENCY ARISES
The convenient and quick way to locate someone in the immediate neighborhood is to
LOOK IN THE
Classified
TELEPHONE SECTION
Tells "Where To Buy It"

BUTANE and PROPANE
Sales & Service

SERVEL GAS REFRIGERATORS
DAY & NIGHT
MISSION
&
RUUD WATER HEATERS

WEDGEWOOD STOVES TAPPAN RANGES

O'KEEFE & MERRITT GAS RANGES

Commercial & Home Service
DEARBORN SPACE HEATERS
COLEMAN FLOOR FURNACES

Call Us for Prompt Service ATASCADERO 151

Louis & Iva Marx, *Props.*
SAN LUIS BUTANE
DISTRIBUTORS
ENSENADA AVE. ATASCADERO

Liquor Stores–(Cont'd)

RALPH'S INN 108 Branch.....Aroyo Grnde-51-W
REX'S PLACE AtascaderoHotel.....Atascadero-298
Ryan's Beverage Store 106 Bridge...Aroyo Grnde 2-J
S & K Liquor Store 1118 Morro..Sn Luis Obspo-1458
Standard Liquor Store
875 Monterey.Sn Luis Obspo-1120
Waldorf Cafe 975 Osos.....Sn Luis Obspo-1002
Waldorf Club
Beer & Wines
547 Cypress.....Pismo Bch-91

Liquor Treatment–See Sanitariums

Liquor–Whsle

Glaser Bros 735 Marsh.....Sn Luis Obspo-1600
JORDANO'S INC 1321 Carmel...Sn Luis Obspo 1253
JUILLARD INC
228 Snta Barbara.....Sn Luis Obspo-1248
LAGOMARSINO'S WHOLESALE LIQUOR STORE
Osos&Higuera Sn Luis Obspo-187
Morganti L J Co 698 Higuera....Sn Luis Obspo-2440

Livestock

BRYAN MEAT CO Slaughter House...Pso Robls 366
Molinari Leo Vachell.....Sn Luis Obspo-311
SUNICAL LAND & LIVESTOCK DEPT
San Simeon.....Cambria-65-Y-3
WITCOSKY FRED
Buyers for Witcoskys Market
101 Hwy.....Sn Luis Obspo 1534
Witcosky Fred 101 Hwy.....Sn Luis Obspo 1534

Livestock Supplies–See Feed Dealers

Telephone service is one of the unifying forces of the nation.

SAFES AND VAULTS
New - Used - Opening & Repaired
Combinations Changed & Cleaned
By Yearly Contract
Keys Made While You Wait
Steel Tapes Repaired by Machine
Padlocks Keyed Alike
or Masterkeyed
Boats - Engines - Marine Supplies
FISHING TACKLE & FISHING BOATS
Phone **Cayucos 16**
P. S. BIBLE, *Prop.*
P. O. Box 140 Cayucos, Calif.

STRADER'S
KEYS MADE
SAFES OPENED
SPORTING GOODS

Phone
San Luis Obispo
984-W
Day or Nite Service
1131 Garden St. San Luis Obispo

Loans

See also Financing
Guarantee Bldg-Loan Assn
1127Garden.Sn Luis Obspo-362
MERCANTILE ACCEPTANCE COMPANY
994Monterey.Sn Luis Obspo-994

NATIONAL FARM LOAN ASSOCIATIONS
LONG TERM
FARM MORTGAGES
PRODUCTION CREDIT ASS'N
LOANS ON CROPS - LIVESTOCK
AND DAIRY FARMS
1123 Garden.....Sn Luis Obspo-1386

National Farm Loan Assns
1123 Garden.....Sn Luis Obspo-1386

SAN LUIS LOAN & JEWELRY CO
WE LOAN MONEY
DIAMONDS - WATCHES
JEWELRY - CAMERAS
BINOCULARS - ETC.
974 A Monterey.....Sn Luis Obspo-2958-W

Loans–Real Estate

See Loans; also Banks; also
Building & Loan Associations; Etc

Lockers–Cold Storage

See Cold Storage Lockers

Locksmiths

Bible P S.....Cayucos-16
(See Advertisement This Page)
Smith C S 1225 Park.....Pso Robls-40-W
Strader C R 1131 Garden.....Sn Luis Obspo 984-W
(See Advertisement This Page)

Lodges–See Associations

Lodging Houses–See Rooming Houses

Lubricating Oils–See Oils–Lubricating

Luggage–Retail

Beno's Army & Navy Store
1019 Morro.....Sn Luis Obspo 620

Plan your shopping with the Classified Telephone Directory.

Nationally Advertised Articles
can be traced to their
LOCAL DEALERS
by looking up
"WHERE TO BUY IT"
in the YELLOW PAGES

Lumber–Retail

BRISCO L A 101 Hwy.....Aroyo Grnde 238-F-2
BUILDERS MARKET 1115-13th.....Pso Robls-277
HAGLE-DeCOU LUMBER CO
SHighway.Atascadero-43
HAYWARD HOMER T LUMBER CO
12th&Riverside.Pso Robls-73
HICKENBOTTOM J F & SONS
Custom Built Homes
745 Higuera.....Sn Luis Obspo 609
MADONNA LUMBER CO
581 Higuera.....Sn Luis Obspo 99
Mineau & Loomis Lumber Co
405 Branch.Aroyo Grnde-262
(See Advertisement This Page)
Pac Coast Lumber Co Of Calif
410 Branch.....Aroyo Grnde-33
PAC COAST LUMBER CO OF CALIF
Sales Office & Yard
271 Higuera.....Sn Luis Obspo 1420
Manager's Office 133 High....Sn Luis Obspo-1268
(See Advertisement This Page)
San Luis Mill&Lumber Co
246Higuera.Sn Luis Obspo-624
Southern Pacific Milling Co
Oceano.Aroyo Grnde-68-F-2
Southern Pacific Milling Co.....Cambria-29
Southern Pacific Milling Co 5th.....Morro Bay-2601
Southern Pacific Milling Co Pine.....Pso Robls-433
(See Advertisement This Page)
SOUTHERN PACIFIC MILLING CO
Snta Barbara Av.Sn Luis Obspo-2200
Southern Pacific Milling Co.....S Margrita-4
Southern Pacific Milling Co.....Templtn-1

Lyon Van Lines Service

Look on "M" pages under
"Moving & Storage Service"

MINEAU & LOOMIS LUMBER CO.
BUILDING MATERIALS
ROOFING MATERIALS
PUMPS
GENERAL PLUMBING
SHERWIN-WILLIAMS PAINTS
FORD TRACTORS
FERGUSON IMPLEMENTS
Phone Arroyo Grande 262
405 Branch Arroyo Grande

When you call somebody by telephone
PLEASE DON'T "HANG UP" TOO SOON
"Play Ball" with him by giving him time to answer.

SOUTHERN PACIFIC MILLING CO.
Since 1885
LUMBER
PAINT
ROOFING
STEEL BUILDINGS
STEEL PRODUCTS
MILL WORK
Complete Line of Building Materials
Cambria 29
Morro Bay 2601
Oceano-Arroyo Grande . . 68-F-2
Paso Robles 433
San Miguel 18
Santa Margarita 4
San Luis Obispo 2200
Templeton 1

PACIFIC COAST LUMBER CO.

OF CALIF.
Since 1876
Lumber
PAINT - HARDWARE
PIPE, CONCRETE, OILS
WALLBOARD, STUCCO
Telephone
San Luis Obispo 1420
MAIN YARD
271 Higuera St.
MANAGER'S OFFICE
133 High San Luis Obispo 1268
ARROYO GRANDE YARD
410 Branch Arroyo Grande 33
PISMO YARD
101 Highway

Machine Shops

Billings Henry Machine Shop
1040-13th ..... Pso Robls 1306
(See Advertisement This Page)

CUENDET F

BLACKSMITH
AND
MACHINE SHOP
General Machine Work - Welding
Specializing in Heavy Hardware
1304 Railroad ..... Pso Robls-130-J

Port San Luis Transportation Co
157 Higuera . Sn Luis Obspo-2678
S & S Manufacturing Co
Atascadero Av ..... Atascadero 44-J
SILVA & RATLIFF
1243 Monterey ..... Sn Luis Obspo 1199
Warden Machine Shop 424 Higuera . Sn Luis Obspo-271
WOOD H A 1207-13th ..... Pso Robls 321

Machinery

See also Specific Kinds, i.e., Woodworkers' Equipment & Supplies, Etc

EBY MACHINERY CO THE
Woodworking Machinery New & Used
2635 Peralta Oakland
(Toll) Call "Operator" for ..... Templebar 8687

Magnesium—Mfrs

Gallagher Metal Industries 152 Chestnut Oakland
(Toll) Call "Operator" for ..... Twinoaks 1380

Magnetos

Walker & Bancroft Electric Service
1040-13th ..... Pso Robles 616-R

Magnetos—Repairing

HIBBARD & HIBBARD 1233 Spring ... Pso Robls 220

Manufacturers' Agents

Wormom R G 260 Lincoln ..... Sn Luis Obspo 2428

Marine Supplies

Bible P S
Boats-Engines-Hardware
..... Cayucos-16
HARBOR BOAT WORKS S Main .... Morro Bay 3581
Horton R C Boats N Stuff
Boats "N" Stuff
355-6th ..... Morro Bay 4461
Webb E 225-5th ..... Morro Bay 4136

HENRY BILLINGS
AUTOMOTIVE
MACHINE SHOP

- BEARING RESIZING
- LINE REAMING
- DRUM TURNING
- CRANKSHAFT GRINDING
- VALVE REFACING & RESEATING

LATHE WORK - WELDING
PHONE **PASO ROBLES 1306**
1040-13th

Markets

ARROYO GRANDE COML CO
303 Branch ..... Aroyo Grnde-202
Baker & Roberts 839 Marsh ..... Sn Luis Obspo-21
Bercutt's Drive-In Market 2105 Spring Pso Robls-313
Berkemeyer Market 1021 Chorro .... Sn Luis Obspo-8
Bryan Meat Co 1307 Park ..... Pso Robls-456
California Market 632 Price ..... Pismo Bch-1
Campfield's Market ..... Aroyo Grnde 240-F-2
Cooper's Grocery 1638 Osos ..... Sn Luis Obspo 463
Donoho Bros Market 2598 Spring ... Pso Robls-1024
Erich's Market 2611 Spring ..... Pso Robls 1085-R
FAIR OAKS GROCERY
Grand & Halcyon ..... Aroyo Grnde 236-F-12
G I MARKET 218 Dolliver ..... Pismo Bch 308
Hibbard&Co 721-12th ..... Pso Robls-256
LOG CABIN MARKET 400 Traffic Wy . Aroyo Grnde-55
Loy's Market 3d & Main Templtn-13-J
MARGARITA MERCANTILE CO ..... S Margrita-30
Orcutt Market 835-12th ..... Pso Robls-180
Orcutt Meat Market 835-12th ..... Pso Robls-15
P I MARKET
Meat-Fish-Groceries-Fruits&Vegetables
328 OceanVwAv ..... Pismo Bch-62
PIONEER DRIVE-IN MARKET
Morro&Marsh . Sn Luis Obspo-1825
Robbins Corner 2028 Spring ..... Pso Robls-409
Roy's Market 721-12th ..... Pso Robls-128
San Luis Market Morro & Marsh .... Sn Luis Obspo-61
Santa Rosa Street Market
Mill&Snta Rosa . Sn Luis Obspo-326
Smith's Drive-In Market 2105 Spring .. Pso Robls 313
Smith's Meat Market Traffic Wy Atascadero-90
Soto's Meat Market Cambria-19
Three Corner Grocery
1609 Johnson ..... Sn Luis Obspo 610-J
United Meat Market 714 Higuera . Sn Luis Obspo-1780
Vallancey Grocery 845 Main ..... Morro Bay 2771
Whitey's Meat Market 1218 Park ..... Pso Robles 23

Markets—Meat—See Meat—Retail

Massage

Beck Walter H 518 Ocean Vw ..... Pismo Bch-160
HALL W A

NATURE'S DOCTOR
NO DRUGS USED
SWEDISH TREATMENT
Snta Margarita 26-W

PASO ROBLES HOT SULPHUR SPRINGS
See Our Advertisement Under Baths
840-11th ..... Pso Robls 619
Sycamore Mineral Springs
Masseurs & Masseuses
Avila Rd ..... Sn Luis Obspo-8-J-12
WALKER EARL T
Modern Chiropractics-Colonic Irrigations
1947 Spring ..... Pso Robls-754

A thoughtful party-line user answers her telephone bell promptly . . . places her own calls accurately, so that they do not have to be placed again . . . does not monopolize the telephone at the inconvenience of others . . . teaches children, too, the little telephone kindnesses . . . and when her telephone is not in use, sees that it is hung up.

Mattresses—Renovating

San Luis Sterilization&Mattress Co
Buchon&High . Sn Luis Obspo-405
WHITAKER'S FURNITURE
766 Higuera . Sn Luis Obspo-1006

Mattresses—Retail

HEATON R C CO 803-13th ..... Pso Robls-29
San Luis Sterilization & Mattress Co
Buchon & High ..... Sn Luis Obspo-405
(See Advertisement This Page)
WHITAKER'S FURNITURE
766 Higuera . Sn Luis Obspo-1006

Mausoleums

Odd Fellows Cemetery & Mausoleum
Highway . Sn Luis Obspo-960

Meat Lockers—See Cold Storage Lockers

Meat—Retail

ARROYO GRANDE COML CO
303 Branch ..... Aroyo Grnde-202
Berkemeyer Market 1021 Chorro .... Sn Luis Obspo-8
Bryan Meat Co 1307 Park ..... Pso Robls-456
C H B Meat Market
661 Higuera . Sn Luis Obspo-1560-W
DONOHO BROS MARKET
2598 Spring . Pso Robls-1024
Kampmann's Market ..... Cambria 33
LOG CABIN MARKET
400 Traffic Way ..... Aroyo Grnde-55
Ocean View Meat Market ..... Cayucos 49-R
Quality Meat Market 754 Higuera . Sn Luis Obspo 914

The oldest of all the telephone industry's traditions is service.

Meat—Retail—(Cont'd)

Roy's Market 721-12th ..... Pso Robls-128
Santa Rosa Street Market
Mill&Snta Rosa . Sn Luis Obspo-326
SMITH ARTHUR R 2630 Broad .. Sn Luis Obspo-1532
Smith's Grocery S Highway ..... Atascadero 299
UNITED MEAT MARKET
714 Higuera . Sn Luis Obspo-1780
Vallancey Grocery 845 Main ..... Morro Bay 2771
Whitey's Meat Market 1218 Park ..... Pso Robls 23
Wilkinson Paul 120 Branch ..... Aroyo Grnde-205
Wise's Meat Market 922 Price ..... Pismo Bch 165-W

Meat—Whsle

Bryan Meat Co Slaughter House
Santa Maria To King City
..... Pso Robls-366
San Luis Market 715 Higuera .... Sn Luis Obspo-126
Scott Distributing Co
725 Pacific ..... Sn Luis Obspo 1442-J
Witcosky Co Slaughter House
101 Hwy ..... Sn Luis Obspo 2123

Medicines—Patent & Proprietary

Sanchez Vincent 421-22d ..... Pso Robls 1068-W

Men's Furnishings—Retail

Denison & Hopkins E Branch ..... Aroyo Grnde-125
GENARDINI'S MENS WEAR
779 Higuera . Sn Luis Obspo-1362
Green Bros 871 Monterey ..... Sn Luis Obspo-724
Hub The E Branch ..... Aroyo Grnde-50
LENZNER'S 627-12th ..... Pso Robls-761
MISSION TAILORING SERVICE
863 Monterey ..... Sn Luis Obspo-496
SCHULZE BROS 782 Higuera .. Sn Luis Obspo 364-J
SQUIRE'S MEN'S WEAR 745-12th . Pso Robls-151-W
WICKENDEN'S 837 Monterey ... Sn Luis Obspo-1511

MATTRESSES RENOVATED

INNER SPRINGS - BOX SPRINGS - PILLOWS
OUR SPECIALTY
OLD MATTRESS MADE NEW
NEW MATTRESS MADE TOO
One-Day Service
Furniture Cleaning
Custom Built Upholstery

Telephone NOW FOR FREE ESTIMATE → SAN LUIS OBISPO **405**

SAN LUIS STERILIZATION & MATTRESS CO.
State-wide Authorized Sterilization Plant
Buchon & High — San Luis Obispo

CRESCENT DAIRY

GRADE A PASTEURIZED MILK
CREAM - BUTTER
Delivered Daily to Your Home Or at Your Favorite Grocer
Telephone PASO ROBLES 110
1421 SPRING ST.

WILLOW SPRINGS DAIRY

QUALITY MILK
"Direct From Farm to Your Door"
EXTRA RICH
GRADE "A" PASTEURIZED MILK
TABLE CREAM BUTTERMILK
COTTAGE CHEESE
TELEPHONE
PASO ROBLES
12-F-2

Mercantile Agencies
See Credit Reporting Agencies

Milk & Milk Products
CRESCENT DAIRY 1421 Spring.....Pso Robls-110
(See Advertisement This Page)
Domenghini Bros Hwy No 1.....Morro Bay-3906
GOLDEN STATE COMPANY LTD
570Higuera.Sn Luis Obspo-181
Harmony Valley Creamery Harmony..Cambria-6-Y-22
HARMONY VALLEY CREAMERY ASSOCIATION
991Nipomo.Sn Luis Obspo-1700
Hillcrest Farm.....Aroyo Grnde-216-F-5
Holt's Milk&Ice Service 550Pismo.....Pismo Bch-89
Home Dairy Co The 719Higuera...Sn Luis Obspo-769
Morro Bay Creamery Service 5th & C.Morro Bay 4091
Paso Robles Milk Products
13th&Riverside.Pso Robls-234
Royal Oaks Dairy
Verde Canyon Rd.....Sn Luis Obspo 6-J-3
Sinsheimer Bros
La Lomita Ranch.....Sn Luis Obspo-6-J-21
WILLOW SPRINGS DAIRY
SHighway.Pso Robls-12-F-2
(See Advertisement This Page)

Milliners—Retail
Chambers Dress Shop 1214 Park.....Pso Robls-74
MOTZ STYLE SHOP
Margaret McNeil-Prop
856 Higuera.....Sn Luis Obspo-1054
Stevenson's Millinery Shop
1030 Chorro.Sn Luis Obspo-981

Milling
Loomis E C & Son 147 High.....Sn Luis Obspo-1080

Millwork
Adams A L & Son Cabinet Shop
1026 Riverside.....Pso Robls 177-W
Locke Cabinet Shop N Highway.....Atascadero 247
SAN LUIS MILL & LUMBER CO
246 Higuera.Sn Luis Obspo-624
SOUTHERN PACIFIC MILLING CO
Snta Barbara Av.Sn Luis Obspo-2200

Mining Companies
Dalessi Henry C 450Marsh.....Sn Luis Obspo-118
Guthier-Galba Mining Co
Volcanic Ash
.....Templtn 23-W
Madonna A 1028 Chorro.....Sn Luis Obspo 11
San Miguel Lime & Development Co..Cambria 16-Y-3

Ministers—See Clergymen

Mirrors—Retail
Adams A L & Son Cabinet Shop
1026 Riverside.....Pso Robls-177-W
PASO ROBLES GLASS SHOP
609-22d .....Pso Robls 469
Pearson Glass Shop 673Higuera..Sn Luis Obspo-1372

Model Construction Supplies
TnT Hobby Shop
1751 Marsh.....Sn Luis Obspo 2380-W

If the telephone number at your residence is listed under another's name, frequently friends do not know how to reach you. For small cost you can have a separate listing in the Telephone Directory under your own name.

Monuments—Retail
Mathews Monument Co
354 Higuera.....Sn Luis Obspo 1647-J
(See Advertisement This Page)

Mortar—See Concrete—Ready Mixed

Moth Proofing
Paramount Pest Control Service
1028 Chorro.....Sn Luis Obspo 2837

Motion Picture Equipment & Supplies
SHADOW ARTS STUDIO
Wickenden Bldg.....Sn Luis Obspo-431

Motion Picture Film Libraries
SHADOW ARTS STUDIO
Wickenden Bldg.....Sn Luis Obspo 431

Motor Freight Companies—Interstate
PACIFIC FREIGHT LINES
Pickup & Delivery 393 Marsh..Sn Luis Obspo 1370
Agent 393 Marsh.....Sn Luis Obspo 2259

Motor Scooters
SERVI-CYCLE—
BORIACK JOHN MOTOR CO
Custom Built Motor Bicycle
1144 Monterey.....Sn Luis Obspo 1469

Motor Trucks—See Trucks—Motor

Motorcycles
San Luis Cyclery 1239 Monterey...Sn Luis Obspo-876

Moving Service—Heavy Hauling
See Trucking

Moving & Storage Service
BEKINS VAN & STORAGE CO AGENCY
737 Marsh.Sn Luis Obspo-19
DENNIS TRANSFER 1824 Nipomo.Sn Luis Obspo-355
(See Advertisement This Page)
Eastman John H Transportation & Storage
N Highway.....Atascadero 171
(Continued Next Page)

The oldest of all the telephone industry's traditions is service.

MOVING
LOCAL and LONG DISTANCE
Storage
Crating
Packing
Shipping

Phone San Luis Obispo 355
1824 Nipomo, Sn Luis Obispo

MATHEWS MONUMENT CO.
ESTABLISHED 1918
Distinctive Monuments — Markers Lettering
QUALITY WORKMANSHIP
REASONABLE PRICES
354 HIGUERA
SAN LUIS OBISPO 1647-J

MOVING?
LOCAL & STATEWIDE
HOUSEHOLD STORAGE

ANY TIME ANYWHERE IN CALIFORNIA
Fair Rates
Cargo Insurance
Fully Equipped Van
Independent Personal Service
Phone Morro Bay 2781
If no answer (Toll) Call Fresno 3-2441 *Collect*
M. A. MEYER
413 S. MAIN MORRO BAY
2014 WEBSTER FRESNO

MOVING & STORAGE

PACKING - SHIPPING - ANYWHERE

PASO ROBLES VAN & STORAGE

Phone PASO ROBLES 705 or 657

5TH & RIVERSIDE

AGENTS BEKINS VAN LINES

BROWN'S MUSIC STORE

"Everything Musical"

REPAIRING

Orchestra Instruments
Band Instruments
Record Albums
Phonograph Records
Sheet Music

PIANOS Bought-Rented-Sold

717 Higuera — Phone San Luis Obispo 1278

The Music Box

"The Store of Note"

- STRING & BAND INSTRUMENTS
- PIANOS
- ACCORDIONS
- PHONOGRAPHS

SALES - REPAIRS ALL INSTRUMENTS

- RECORDS
- MUSIC SUPPLIES
- STRINGS - REEDS - ETC.
- SHEET MUSIC

PHONE PASO ROBLES 648

724-14th

Qualified Music Instructors

Moving & Storage Service—(Cont'd)

LYON VAN LINES SERVICE
NATIONWIDE MOVING
Household Goods without crating.
Return loads wanted.
Large or small jobs get equal attention.
ICC-CRC Permits.
Insured Safety
FREE ESTIMATES

"SERVICE RENDERED BY"

DENNIS TRANSFER 1824 Nipomo. Sn Luis Obspo-355

MEYER M A 413 S Main.....Morro Bay 2781
(See Advertisement Preceding Page)

PASO ROBLES VAN & STORAGE
5th & Riverside Av.....Pso Robls 705
(See Advertisement This Page)

Multi-Copy Service

See also Letter & Addressing Service

SHADOW ARTS STUDIO
Wickenden Bldg.....Sn Luis Obspo 431

Mushrooms

Ford's Mushroom Farm Eaglet.....Atascadero-70-M

Music Dealers

BROWN'S MUSIC STORE
717 Higuera.....Sn Luis Obspo-1278
(See Advertisement This Page)
Long E E Piano Co 777 Marsh.....Sn Luis Obspo-506
Moderne The 685 Higuera.....Sn Luis Obspo-826
Wherrit Raymond 2297 Johnson Av.Sn Luis Obspo-943

Music Instruction—Instrumental

Hoover Dorothea Tyler 117 Pool..Aroyo Grnde-123-W

Music Instruction—Vocal

Vernon H E J.....Cambria 3-Y-13
Worden Stella Studio
Special Method For Child Voice
Hwy.....Atascadero-342

Music Publishers

Neet-Note Publications Supplies & Service
742 Market San Francisco
(Toll) Call "Operator" for.....Sutter-4465

Musical Boxes

TRI-COUNTY NOVELTY CO
675 Higuera.....Sn Luis Obspo-703
After 5 PM Sun-Holidays Call..Sn Luis Obspo 2934

Musical Instruments—Repairing

BROWN'S MUSIC STORE
717 Higuera.....Sn Luis Obspo-1278
MUSIC BOX THE 724-14th.....Pso Robls 648

Musical Instruments—Retail

BROWN'S MUSIC STORE
We Buy Musical Instruments
717 Higuera.....Sn Luis Obspo-1278
MUSIC BOX THE 724-14th.....Pso Robls 648
(See Advertisement This Page)

Save time and trouble by looking in the Classified Telephone Directory first. It tells you who sells things, who mends things, who does things.

Nash

Look on "A" pages under
"Automobile Dealers—New Cars"

Navy Goods—See Army & Navy Goods

News Dealers

American News Company
783 Marsh. Sn Luis Obspo-2199
Brewster's Stationery Store 807-12th.Pso Robls-30-W
Cummin's News Stand 431Cypress....Pismo Bch-311
Gibbs E E News Agcy
Los Angeles-San Francisco Newspapers
730-18th.....Pso Robls 307
Halterman's News Stand
821 Price.....Pismo Bch 155-W
Hi-Way News Agency
San Francisco Examiner-Chronicle-News
Los Angeles Examiner-Times-Herald
1218 Spring.....Pso Robls-337
St Clair's News Depot
1015Chorro. Sn Luis Obspo-152-J
San Luis News Agcy 985 Monterey. Sn Luis Obspo 477
San Luis Obispo Telegram & Tribune Agcy
1523 Pine.....Pso Robls 1187

Telephone men in all parts of the Bell System have had long experience in working together. Tools, equipment, methods of tackling the job and the "language of the business" are the same north or south, east or west. This nationwide unity of method and spirit means a telephone service of the utmost dependability.

Newspapers

Anderson Hotel News Stand
Anderson Hotel.....Sn Luis Obspo 225-W
Atascadero News N Mall.....Atascadero-100
Press Advertiser Co 1212 Pine.....Pso Robls-102

Night Clubs

Anchor Pomeroy Av.....Pismo Bch-345
(See Advertisement Following Page)
Carlton Hotel Hwy.....Atascadero-177
DANTES 955Higuera.....Sn Luis Obspo-2197
Ducky's State Highway.....Aroyo Grnde-286-F-2
(See Advertisement Following Page)
EL MAR CAFE 304 Cypress.....Pismo Bch-100
F M'S
Dancing-Cocktail Lounges
Charlie Langdon-Manager
101 Hwy.....Sn Luis Obspo 1912
Fountain Inn Cafe & Cocktail Lounge
101 Hwy.....Sn Luis Obspo 1090
(See Advertisement Following Page)
JACKSON'S Pismo Hwy.....Sn Luis Obspo 10-J-2
(See Advertisement Following Page)

(Continued Next Page)

FOUR THOUGHTFUL ITEMS OF TELEPHONE PROCEDURE—

1. Please answer promptly.
2. Please be on the line when the party you want answers.
3. Please speak distinctly and without hurrying, with the lips close to the mouthpiece.
4. Please replace the receiver gently when through talking.

"TROPICAL ATMOSPHERE"

There is always a crowd and a good time at

NINA'S

DANCING - COCKTAILS
ENTERTAINMENT

"Kuleana Seafood Bar"

SHELL BEACH—101 HWY. *Phone Pismo Beach 331*

JACKSON'S

DINE AND DANCE

Cocktail Lounge

COCKTAILS
MIXED DRINKS
CHOICE LIQUEURS

PISMO HIGHWAY

Telephone
SAN LUIS OBISPO 10-J-2

Fountain Inn Cafe

STEAKS!!!!
Cooked the Way You Like Them
DINING - DANCING
Featuring
ORCHESTRA MUSIC

Cocktails

HIGHWAY 101
Telephone
SAN LUIS OBISPO
1090

Night Clubs–(Cont'd)

MAC & MARY'S BARBECUE
DANCING
ORCHESTRA
COCKTAILS
"Open Every Nite"
BARBECUED STEAKS
Highway .....Nipomo 2481

Nina's 101 Hwy.....Pismo Bch-331
(See Advertisement Preceding Page)
PEPPER INN Pismo Hwy.....Sn Luis Obspo 1965
WOODCHUCK INN
Dining & Dancing
101 Hwy.....Atascadero 93

ANCHOR

"Showplace of the County"

EXCELLENT
SPANISH & REGULAR
DINNERS
STEAKS – CHICKEN

• COCKTAILS
OPEN EVERY NIGHT
12 P.M. 'TIL 12 A.M.

POMEROY
AT THE BEACH
(UPSTAIRS)
Phone Pismo Beach 345

DUCKY'S
Dancing Every Night
COCKTAILS
MIXED DRINKS
CHOICE LIQUEURS
Phone Arroyo Grande 286-F-2
1 MILE NORTH OF ARROYO GRANDE ON STATE HIGHWAY
State Highway Arroyo Grande

Notaries–Public

Clifford Insurance Agency 727-13th..Pso Robls 264-W
KENNEDY RALPH C 858 Marsh.Sn Luis Obspo-1900
Muller A V Wickenden Bldg.....Sn Luis Obspo-614
Renetzky Andrew 846 Higuera...Sn Luis Obspo-1033

Notions–Retail

Cambria Notion Co.....Cambria-15
McGowan's Notion Store Highway No 1.Cambria 72-R

Novelties–Retail

West Coast Photo&Novelty Co
1650Palm.Sn Luis Obspo-2401

Nurseries–Day–See Day Nurseries

Nurseries–Retail

Grande Nursery Traffic Wy.....Aroyo Grnde-34
Gray Mack Paso Robles.....Sn Miguel 9-F-24
LEWIS B I
Landscape Architects & Gardening
Sn Luis Rd.....Aroyo Grnde 220-F-3
LIVINGSON PARK NURSERY
Paso Robles.....Sn Maguel 9-F-24
(See Advertisement This Page)
Paso Robles Nursery 213 Spring.....Pso Robls-545
Perrine S C State Hwy.....Atascadero 63-W
PLUMMER JOE HOME NURSERY
115 Chorro.....Sn Luis Obspo 2995-W
(See Advertisement This Page)
POWERS FOR FLOWERS
Nursery-Landscaping
1422 Monterey.....Sn Luis Obspo 2060
San Luis Nursery Pismo Hwy...Sn Luis Obspo-320-W

Nuts–Edible

CALIFORNIA ALMOND ORCHARDS INC
GROWERS - BUYERS
PROCESSORS - PACKERS
Adelaide Rd.....Pso Robls-218-W

Calif Almond Orchards Inc 4th & Park..Pso Robls 400
Gahan W V 10th & Riverside Av.....Pso Robls 778
Slate Almond Co Adelaide Rd.....Paso Robls 218-W

Office Buildings

Bank of America Bldg Higuera Sn Luis Obispo
Carpenter Bldg 981 Monterey Sn Luis Obispo
Security First Natl Bank Bldg
793 Higuera Sn Luis Obispo
Warden Block Bldg 762 Higuera Sn Luis Obispo
Warden Jr Bldg 846 Higuera Sn Luis Obispo
Wickenden Bldg 1024 Chorro Sn Luis Obispo

Radar ranks high in the top bracket of new instruments that brought victory to the Allies. It was developed through years of research and experiment, chiefly in the United States and Great Britain. Scientists of Bell Telephone Laboratories and workers of Western Electric Company developed and supplied our Government with more radar equipment than any other supplier.

Office Equipment

Nelson Johnny 1124 Nipomo.....Sn Luis Obspo 228
WALKER R G
OFFICE FURNITURE
Wood & Metal
Desks - Chairs - Safes
AGENTS G.F. FILING CABINETS
VISIBLE RECORD SYSTEMS
COMPLETE OFFICE SUPPLIES
785 Marsh.....Sn Luis Obspo 681-W

For full use of your telephone, please keep your instrument "hung up"—ready for service!

JOE PLUMMER
HOME NURSERY

TREES ORNAMENTAL
SHRUBS PLANTS

FUCHSIAS
A Specialty
BEDDING and POTTED PLANTS

PHONE
SAN LUIS OBISPO
2995-W

115 Chorro San Luis Obispo
Entrance on Murray Ave.
Between Chorro and Broad

LIVINGSTON PARK NURSERY

- Bedding Plants
- Garden Plants
- Shade & Fruit Trees
- Tree Surgery

San Miguel 9-F-24
Mack Gray - Prop.
5 Mi. No. of Paso Robles on Hwy. 101
RT. 1 - BOX 169-A

Office Supplies

SHADOW ARTS STUDIO
Wickenden Bldg.....Sn Luis Obspo-431

TYPEWRITER SHOP THE
Desks-Chairs-Filing Cabinets
1014 Court.....Sn Luis Obspo 127

Oil Producers

Standard Oil of Calif
Office 26th.....Pso Robls-52-W
Standard Oil Co of Calif Traffic Wy..Atascadero-38-J
Standard Oil Co of Calif.....Cambria-8
Standard Oil Co of Calif Estero Bay..Morro Bay-2611
Standard Oil Co of Calif
Hathway Av.Sn Luis Obspo-2316
Union Oil Company of Calif
Northern Division Pipelines
Pipeline Office 975 Morro....Sn Luis Obspo-372
Avila Pump Station Avila..Sn Luis Obspo-8-F-2
District Electrician
Tank Farm.....Sn Luis Obspo-4-F-12
District Foreman TankFarm.Sn Luis Obspo-4-F-4
District Storekeeper
Tank Farm.Sn Luis Obspo-4-F-11
Machine Shop Tank Farm..Sn Luis Obspo-4-F-3
Pump Station Tank Farm..Sn Luis Obspo-4-F-22
Refinery OceanoRd.....Aroyo Grnde-229-F-2
Shiploading Terminal
Port Sn Luis.Sn Luis Obspo-8-F-3
Shandon Pump Station
Shandon.....Pso Robls-26-F-3
Santa Margarita Pump Station.S Margrita-2-J-3
Sales Division
San Luis Obispo Office
OrcuttRd.Sn Luis Obspo-64
Arroyo Grande Branch Allen..Aroyo Grnde-31
Cambria Office.....Cambria-46-W
Manager's Residence.....Cambria-46-R
Paso Robles Office 26th.....Pso Robls-658

Oils—Asphalt & Road

ADAMS OIL CO
ROAD OIL
AND
FUEL OIL
Pismo Rd.....Sn Luis Obspo 417

It pays to make frequent use of the Classified Telephone Directory. It lists services, stores, products and professional people—all classified for your convenience.

NORWALK GASOLINE CO.
J. B. DEWAR, Distributor
- Gasoline
- Diesel and Stove Oils
- Lubricating Oils and Greases
- Ring Free Oil
- Quaker State Oil - VO Products

Offices — Telephones
1088 Higuera.....San Luis Obispo-1237
517 Bonita.....Paso Robles-1313

Oils—Fuel & Heating

Associated Oil Co Osos & Marsh.Sn Luis Obspo 727-W
B & M Delivery Service 1002 Spring..Pso Robls 612
BENNETT HAROLD E 1446 Spring..Pso Robls 176
FRANSCIONI BUTANE SALES&SERV
Diesel Oil For Trucks
2801 Spring.....Pso Robls-343
Norwalk Co The 1088 Higuera...Sn Luis Obspo-1237
If no answer call.....Sn Luis Obspo-865
NORWALK GASOLINE CO
517 Bonita.....Pso Robls-1313
RICHFIELD OIL CORP 6th&Pine.....Pso Robls-418

SHELL HEATING OILS
THE RIGHT FUEL FOR EVERY BURNER
Industrial Fuel Oil
Light Fuel Oil
Diesel Fuel Oil
Furnace Oil and Stove Oil
SHELL
"WHERE TO BUY IT"
PASO ROBLES
Shell Oil Co Inc RiversideAv.....Pso Robls-375
SAN LUIS OBISPO
Shell Oil Co Inc Poly Rd.....Sn Luis Obspo-98

SIGNAL OIL CO 1446 Spring.....Pso Robls-176
SIGNAL OIL CO 751 Marsh.....Sn Luis Obspo 802
If no answer call.....Sn Luis Obspo 1636-W

Oils—Lubricating

Norwalk Co The 1088 Higuera...Sn Luis Obspo-1237
(See Advertisement This Page)
Shell Oil Co Inc RiversideAv.....Pso Robls-375
Shell Oil Co Inc Poly Rd.....Sn Luis Obspo-98
SIGNAL OIL CO 1446 Spring.....Pso Robls-176
Wasson J & M Co Vachell Ln....Sn Luis Obspo-1506

Oldsmobile

Look on "A" pages under
"Automobile Dealers—New Cars"

Optical Goods—Whsle & Mfrs

Optical Supply Co Tower Bldg...Sn Luis Obspo-2140

Opticians—Dispensing

Dunlap Hazel Peterson
1029 Chorro.....Sn Luis Obspo-1297
MARSHALL ARTHUR P
790 Higuera.....Sn Luis Obspo-597
SAN LUIS OPTICAL DISPENSARY
Glasses Repaired
846 Higuera.....Sn Luis Obspo 1308

Optometrists

Clawson Albert.1114 Garden....Sn Luis Obspo-2012

DUNLAP HAZEL PETERSON
DR. SARAH C. WILLIAMS, D. O.
Specializing in Eye Examinations & Fitting Glasses
Also Office in Paso Robles
HOURS 9:00 A. M. TO 5:00 P. M.
1221 Park.....Pso Robls-236
1029 Chorro.....Sn Luis Obspo-1297

DUNLAP HAZEL PETERSON
1221Park.Pso Robls-236
Hedgpeth Myrtle 1535 Park.....Pso Robls 352
Heidker C N 213 Valley Rd.....Aroyo Grnde-278
MARSHALL ARTHUR P
790 Higuera.....Sn Luis Obspo-597

Ores—See Mining Companies

Orthodontists—See Dentists

Orthopedic Shoes—See Shoes—Retail

Osteopathic Physicians & Surgeons and Osteopathic Physicians

Fabrick F W 778Marsh.....Sn Luis Obspo-2292
Hartwell Marion L.....Cambria-60-Y-11
KELLEY DORSEY M 722 Marsh..Sn Luis Obspo-1483
Mills Maud S S Highway.....Atascadero-103
Strahan L R 1108 Vine.....Pso Robls-327
If no answer call.....Pso Robls 213
WU H M 1128 Chorro.....Sn Luis Obspo-1750-W

Outboard Motors

EVINRUDE OUTBOARD MOTORS—
McBEE F H 1131 Broad....Sn Luis Obispo 2525

Oysters

Morro Bay Oyster Co Morro Bay Blvd.Morro Bay-2491

Packard Authorized Sales & Service

Look on "A" pages under
"Automobile Dealers—New Cars"

Paint Dealers—Retail

ACME QUALITY PAINT & WALL PAPER STORE
862 Monterey.Sn Luis Obspo-1397
ATASCADERO HARDWARE
TrafficWy.Atascadero-133
BUILDERS MARKET 1115-13th.....Pso Robls-277
DUTCH BOY PAINTS—
FARMER'S HARDWARE & EQUIP CO
581 Higuera.Sn Luis Obspo-852
FIRESTONE HOME & AUTO SUPPLY
1326 Spring.....Pso Robls 405
HAGLE-DeCOU LUMBER CO
SHighway.Atascadero-43
HAYWARD HOMER T LUMBER CO
12th&Riverside.Pso Robls-73
Mineau & Loomis Lumber Co
405 Branch.....Aroyo Grnde 262
MURPHY PAINTS—
PACIFIC COAST LUMBER CO OF CALIF
271 Higuera.....Sn Luis Obspo 1420
OLD COLONY PAINTS—
BRISCO HARDWARE
857 Monterey.....Sn Luis Obspo-41
PABCO PAINTS—
COOPERATIVE FARMERS SUPPLY CO INC
1311 Park.....Pso Robls 344
Pac Coast Lumber Co Of Calif
410 Branch.....Aroyo Grnde-33
PASO ROBLES MERCANTILE CO
839-12th.Pso Robls-340
PITTSBURGH PAINTS—
SOUTHERN PACIFIC MILLING CO
Snta Barbara Av.....Sn Luis Obspo 2200
SAN LUIS WALL PAPER & PAINT STORE
1126 Broad.....Sn Luis Obspo-1072-R
SHERWIN-WILLIAMS PAINTS—
HEATON R C CO 803-13th.....Pso Robls-29

Telephone service is one of the unifying forces of the nation.

Paint Dealers—Retail—(Cont'd)

TREASURE TONES & PREMIER PAINTS
Pre-harmonized Paints
Treasure Tones
"WHERE TO BUY THEM"
DISTRIBUTORS
Atascadero Hardware Traffic Wy..Atascadero-133
Pac Coast Lumber Co Of Calif
410 Branch.....Aroyo Grnde-33

UNION HARDWARE CO
725 Higuera.....Sn Luis Obspo-43

Paint Dealers—Whsle

DU PONT AUTOMOBILE PAINTS—
UNIVERSAL AUTO PARTS CO
969 Monterey.Sn Luis Obspo-1418

Painters' Supplies

FARMER'S HARDWARE & EQUIP CO
581 Higuera.....Sn Luis Obspo 852

Painting—Automobile

See Automobile Painting

Painting Contractors

ACME QUALITY PAINT & WALL PAPER STORE
862 Monterey.Sn Luis Obspo-1397

ALLTON LLOYD W
PAINTING
AND
DECORATING
1746½ Park.....Pso Robls-60-J

Bertram J R 559 Traffic Wy.....Aroyo Grnde 70-J
Clark Howard E 445 High.....Sn Luis Obspo-1025-W
Hartranft C A Hidalgo & Dolores...Atascadero-364-J

KING J L
GENERAL HOME &
COMMERCIAL PAINTING
PAPERHANGING
2005 Spring.....Pso Robls 1155-J

KING JACK
Contractor-Brush & Spray Work
North C.....Morro Bay 4231
Kleck Leon N 1444 Vine.....Pso Robls 369-J
Minshull John F 3203 Pine.....Pso Robls 927-W

ROSS FRED D
PAINTING - PAPERING
Residential Interiors and Exteriors Only
"Particular Work for Particular People"
134 Harris.....Sn Luis Obspo-1354

(Continued Next Page)

Painting Contractors–(Cont'd)

Simning Earl S Highway.....Atascadero 124-M
TAFT J A 3226 Pine.....Pso Robls 927-M
WINSLOW R H

CONTRACTOR
PAINTING & PAPERHANGING
INTERIOR & EXTERIOR
Free Estimates
Neat Workmanship Guaranteed
508 Hollister.....Pismo Bch-47

Painting–Industrial

Industrial Finishing Shop 910High.Sn Luis Obspo-1407

Pallets–Loading

See Millwork

Paper–Building–See Building Materials

Paper Dealers

JUILLARD-COCKCROFT
230 Snta Barbara Av. Sn Luis Obspo-93

Paper–Waxed–See Paper Dealers

Paper–Whsle–See Paper Dealers

Pastry Shops

See Bakers–Retail; also Pies–Pastry

Patent Attorneys & Agents

Schroeder Harry C Central Bank Bldg Oakland
(Toll) Call "Operator" for.....Glencourt 6242

Paving Materials

Madonna A 1028 Chorro.....Sn Luis Obspo 11
ROSELIP WALTER B

ASPHALT & ASPHALT PRODUCTS
ASPHALTIC PLANT MIX
ROCK & SAND
GRADING & PAVING
FerrocarrilRd.....Atascadero-20
If no answer call.....Atascadero-213-M
If no answer call.....Sn Luis Obspo-785
If no answer call.....Sn Luis Obspo-211-W

Peanuts–See Nuts–Edible

Pest Control

See Exterminating; also Termite Control

Petroleum Products

General Petroleum Corp Of Calif
Plant & General Office Foothill Blvd &
California Blvd.....Sn Luis Obspo-1880
SIGNAL OIL CO 1446 Spring.....Pso Robls-176
Texas Co The 610Pine.....Pso Robls-475-W

Bell Telephone Laboratories worked with the United States Navy during World War II in developing the PBM-3 Flying Boat, the electronic operation flight trainer which enables a 5-man bomber crew to train safely on the ground and yet experience all combat and flying conditions.

Phonograph Records–Retail

BROWN'S MUSIC STORE
717 Higuera.....Sn Luis Obspo 1278
HOUSE OF APPLIANCES ELEC SALES &
SERVICE 1226 Park.....Pso Robls 1304
KRAMER'S 1325 Park.....Pso Robls 385
Long E E Piano Co 777 Marsh.....Sn Luis Obspo 506
MISSION RADIO CO
882 Monterey.....Sn Luis Obspo 2400
MODERNE THE 685 Higuera.....Sn Luis Obspo-826
MUSIC BOX THE 724-14th.....Pso Robls 648

Phonographs–Coin Operated

Case Amusement Co 129-10th.....Pso Robles 701-R
POLIN BURT W 1828 Johnson..Sn Luis Obispo 2370

Photo Finishing–Retail

Louis Photo Studio 1017 Chorro....Sn Luis Obspo 371

Photo Finishing–Whsle

Louis Photo Studio 1017 Chorro...Sn Luis Obspo 371

Photographers–Commercial

Aston Photo Shop 733 Higuera....Sn Luis Obspo-251
Camera Shop The 1105 Spring.....Pso Robls-1121
Edward's Camera Exchange
1428 Spring.....Pso Robls 442
McLAIN COMMERCIAL PHOTOGRAPHY

ADVERTISING AERIAL - BANQUETS
COMMERCIAL - PUBLICITY - PETS
WEDDINGS - CANDID & FORMAL
BABIES - HOME PORTRAITS
Speed - Flash
Anything - Anywhere - Any Time
1013 Chorro.....Sn Luis Obspo 2247

McLain Commercial Photography
1013 Chorro.....Sn Luis Obspo-2247
(See Advertisement Opposite Page)
WEST COAST PHOTO & NOVELTY CO
1650 Palm.....Sn Luis Obspo-2401

Photographers–Portrait

Aston Photo Shop 733 Higuera....Sn Luis Obspo-251
Camera Shop The 1105 Spring.....Pso Robls 1121
(See Advertisement Opposite Page)
Camera Shop 1036 Chorro.....Sn Luis Obspo 1748
LOUIS PHOTO STUDIO
1017 Chorro.....Sn Luis Obspo 371
Morro Photo Shoppe 128 Main.....Morro Bay-3351
MUMFORD PORTRAITS

Formerly Gainsborough Studio
We Enjoy Photographing
CHILDREN & BABIES
Hours 9 to 5:30
864 Higuera.....Sn Luis Obspo-1541

Sears' Studio Highway.....Atascadero-238-W
WEST COAST PHOTO & NOVELTY CO
1650Palm.Sn Luis Obspo-2401

In 1869, Elisha Gray and Enos Barton, with a half-dozen foot-lathes and a handful of skilled workmen, opened their shop which grew into the Western Electric Company of today, the manufacturing, purchasing and supplying unit of the Bell System.

McLAIN
COMMERCIAL PHOTOGRAPHY

- AERIAL
- ADVERTISING
- COMMERCIAL
- INDUSTRIAL
- SPEED FLASH
- PUBLICITY
- ARCHITECTURAL
- WEDDINGS—CANDID & FORMAL
- BANQUETS
- BABIES—HOME PORTRAITS
- PETS

Phones
SAN LUIS OBISPO 2247
Residence **1938-M**

"We Photograph"
ANYTHING - ANYWHERE - ANY TIME
1013 CHORRO

When Looking for a Dealer in your Neighborhood

Time and effort may be saved if the article or service you want to buy can be found in your neighborhood. You'll find the location of your neighborhood dealer when you

LOOK IN THE
Classified
TELEPHONE SECTION
The Yellow Pages Tell You Where

PHOTOGRAPHS

THE
CAMERA SHOP

- WEDDINGS
- FAMILY GROUPS
- GRADUATION
- BABIES & CHILDREN
- COMMERCIAL
- AERIAL MAPS OF YOUR RANCH

(Moderate Prices)

PASO ROBLES 1121

1105 Spring
at the Paso Robles Inn
ELLEN & DAVE STEVENS

Photographic Equipment & Supplies–Retail

CAMERA SHOP 1036 Chorro....Sn Luis Obspo 1748
(See Advertisement This Page)
EDWARD'S CAMERA EXCHANGE
1428 Spring.....Pso Robls 442
(See Advertisement This Page)
SHADOW ARTS STUDIO
Wickenden Bldg.....Sn Luis Obspo 431

Physicians' & Surgeons' Exchanges

Physicians Exchange Service
887 Nipomo.....Sn Luis Obspo 1763

You can find out "Where To Buy It" by looking in the Yellow Pages.

Physicians & Surgeons M. D.

Amsel R
Eye Ear Nose & Throat
1114 Marsh.....Sn Luis Obspo 710
Residence 1956 McCollum....Sn Luis Obspo 2990
Blair Edw
Surgery & Obstetrics
522-13th.....Pso Robls 75
Nights & Sundays call.....Pso Robls 75
If no answer call.....Pso Robls 231
Bossert Robt H 1305 Vine.....Pso Robls 50-W
If no answer call.....Pso Robls 50-R
Burnight E R 446 Hollister.....Pismo Bch 148
Butler W D
Eye-Ear-Nose & Throat
1126 Garden.....Sn Luis Obspo-196
Cookson H N 154 Traffic Wy.....Aroyo Grnde-100
(Continued Next Page)

CAMERA SUPPLIES

• PHOTO SUPPLIES
• DEVELOPING • PRINTING
• PORTRAIT STUDIO

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San Luis Obispo
1748

KODAK - ARGUS - ANSCO - GRAFLEX CAMERAS
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MOTION PICTURE SUPPLIES

The CAMERA SHOP
1036 CHORRO ST. SAN LUIS OBISPO

CAMERAS

PHOTO SUPPLIES
COMMERCIAL PHOTOGRAPHY
PASO ROBLES 442
Edward's Camera Exchange
1428 SPRING

SHOP IN THE YELLOW PAGES
Whenever you want information about an article, a service or a certain business
LOOK IN THE *Classified* TELEPHONE SECTION

Physicians & Surgeons M. D.–(Cont'd)

Cookson H N 636 Price.....Pismo Bch-43
If no answer call.....Aroyo Grnde-100
County Health Dept 12th&Pine.....Pso Robls-547
Crew Deon A Marsh & Garden.....Sn Luis Obspo 244
Residence.....Sn Luis Obspo 633
If no answer call.....Sn Luis Obspo 619
Dunklee & Middleton & Koti
Surgery Call Dr Dunklee
1130 Garden.....Sn Luis Obspo 51
If no answer call.....Sn Luis Obspo 1763
French Edison A
General Surgery
1170 Marsh.....Sn Luis Obspo 478
784 Marsh.....Sn Luis Obspo 2412
Gaebe L C
Internal Medicine
1215 Chorro.....Sn Luis Obspo 1782
Hagen Horace
Internal Medicine
1215 Chorro.....Sn Luis Obspo-1782
Hagen Treadwell Sherman & Gaebe
1215 Chorro.....Sn Luis Obspo 1782
Horner H O
General Surgery
1170 Marsh.....Sn Luis Obspo 478
784 Marsh.....Sn Luis Obspo 2412
Kennedy Chas R 522-13th.....Pso Robls-31
If no answer call.....Pso Robls-75
Kotin Paul
Internal Medicine
1130 Garden.....Sn Luis Obspo 51
If no answer call.....Sn Luis Obspo 1763
Maher Edward L
Internal Medicine
784 Marsh.....Sn Luis Obspo 2412
1170 Marsh.....Sn Luis Obspo 478
McGarvey H Entrada Av.....Atascadero-116
Residence Sn Gabriel Rd.....Atascadero-46
Middleton Joseph G
Obstetrics & Gynecology
1130 Garden.....Sn Luis Obspo 51
If no answer call.....Sn Luis Obspo 1763
Oberson E C Marsh & Garden.....Sn Luis Obspo 244
Residence.....Sn Luis Obspo 619
If no answer call.....Sn Luis Obspo 633
Pearman R O
Surgery & Urology
1008 Palm.....Sn Luis Obspo-2822
If no answer call.....Sn Luis Obspo-1331
Pratt T R Bay.....Pismo Bch 81
Ragsdale F F 1110 Vine.....Pso Robls 24
If no answer call.....Pso Robls 600
Ranson John R 1124 Garden.....Sn Luis Obspo-82
Schultz C E 749-6th.....Morro Bay-3361
Sherman Edward C Jr
Obstetrics & Gynecology
1215 Chorro.....Sn Luis Obspo-1782
Smith Jas Barry 781 Marsh.....Sn Luis Obspo 1411
If no answer call.....Sn Luis Obspo 1763
Sobey G L 1104 Vine.....Pso Robls 55-W
If no answer call.....Pso Robls 55-R
Swartout Hubert C
Bank Of Amer Bldg.....Aroyo Grnde-132-W
Thurber W G 1221Park.....Pso Robls-1404
Treadwell R T
Surgery
1215 Chorro.....Sn Luis Obspo-1782
Walters H S 759 Monterey.....Sn Luis Obspo-26-J
Walters Richard D State Hwy.....Atascadero-142
If no answer call.....Atascadero-284
Werbel E W
Orthopedics & General Surgery
1170 Marsh.....Sn Luis Obspo 478
784 Marsh.....Sn Luis Obspo 2412
Wical Elvin A 1325 Chorro.....Sn Luis Obspo-246

Physicians & Surgeons–Osteopathic

See Osteopathic Physicians & Surgeons and Osteopathic Physicians

Pianos–Dealers

KIMBALL PIANOS–
LONG E E PIANO CO
777 Marsh.....Sn Luis Obspo 506

LESTER PIANOS–
LONG E E PIANO CO
777 Marsh.....Sn Luis Obspo 506

Long E E Piano Co 777 Marsh.....Sn Luis Obspo-506
MODERNE THE 685 Higuera.....Sn Luis Obspo-826
MUSIC BOX THE 724-14th.....Pso Robls 648

Pianos–Tuning & Repairing

BROWN'S MUSIC STORE
717 Higuera.Sn Luis Obspo-1278
Music Box The 724-14th.....Pso Robls 648

THORNE AL
PIANO TUNING
Repairing - Regulating - Demothing
Estimates Given
EXPERT WORKMANSHIP
18 Years Experience
1867 Fixlini.....Sn Luis Obspo 698

Picture Frames–Dealers

Aston Photo Shop 733 Higuera....Sn Luis Obspo-251

Pies–Pastry

BRADLEY R H PIES
See Our Adv Under Bakers
1804 Osos.....Sn Luis Obspo-861
Peerless Bakery 584 Higuera.....Sn Luis Obspo-319
Pismo Bakery 407 Cypress.....Pismo Bch-75

Pipe Fittings–Retail

Huston Plumbing Supply
1338 Railroad.....Pso Robls 361

Pipe–Retail

Huston Plumbing Supply
1338 Railroad.....Pso Robls 361

Pipe Welding–See Welding

Planing Mills–See Millwork

Planographing–See Printers

Plant Food–Concentrated–See Fertilizers

Plasterers

Harsh F Elmer 1745 Pine.....Pso Robls 278-J

Plating

McBEE F H
Electric Plating-Metal Polishing
1131 Broad.....Sn Luis Obspo 2525

Plumbers

BETTER PLUMBING CO
Jobbing Our Specialty
1126 Chorro.....Sn Luis Obspo-1383
BLAKE R 1644 Riverside.....Pso Robls-1117
(Continued On Pages 84, 85 & 86)

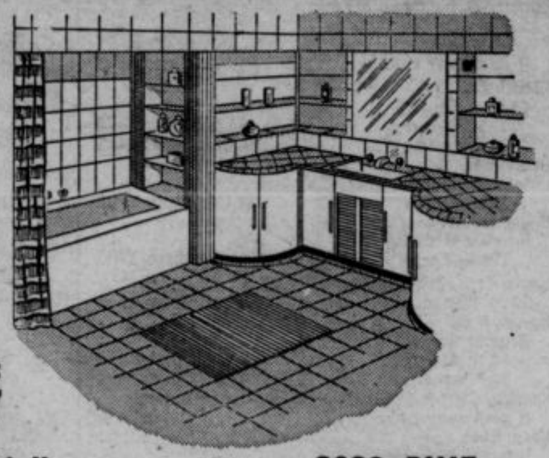
There are 6,156 telephone companies serving the United States.

PLUMBING

REPAIRING

Cesspool Service

Pumped & Installed



Call
Paso Robles 1036-W

"Blackie" *2029 PINE*

ROY COALWELL

PLUMBING AND HEATING

REPAIRS

WE HANDLE ALL TYPES
FIXTURES & SUPPLIES

Electrical Work

Paso Robles **1032**

F. D. COOK

Nights call Paso Robles 23-F-2

1032 Pine

PLUMBER & ELECTRICAL CONTRACTOR

KEENE'S SERVICE

HEATING SYSTEMS OF ALL KINDS

PLUMBING HEATING

PLUMBING SYSTEMS OF ALL KINDS

DESIGNING - MODERNIZING - INSTALLING

Any Place - Any Time - Any Day

5 COMPLETE SHOPS ON WHEELS SERVING COMMUNITIES NORTH OF SAN LUIS OBISPO

H. C. Little Equipment - General Controls - Water Softeners - Radiant Heat
Hot Water Heaters - Air Conditioners - Fire Sprinkler Systems

Vacuum Cleaning - Heating Systems - Chimneys

3045 Park

Paso Robles 655-J

PERFECT PLUMBING

Contracting & Repair Work

All Types Water Heaters

- HOUSING SEWERS
- GAS & OIL FURNACES
- PUMPS

PASO ROBLES 130-W

F. L. CRAIG

SHEET METAL & PLUMBING

Emergency Call 586-R

1224 PINE

On Call!

FOR FAST AND COMPETENT SERVICE

PLUMBING

R. L. "Fat" DAVIS

15 Years Experience

PHONE

PASO ROBLES
441-W or 284-W

3302 PINE

HUGHES PLUMBING
AND
REPAIR SERVICE

451 PISMO ST.
Phone Pismo Beach 74

McBRIDE
PLUMBING & REPAIRING
HOT WATER HEATERS
FLOOR FURNACES
SHEET METAL WORK
VENTILATORS - SKYLIGHTS
DRAINS - GUTTERS - SINKS
Phone San Luis Obispo 337
1023 Nipomo SAN LUIS OBISPO

PLUMBING

GENERAL REPAIR
SERVICE
WATER HEATERS
AND
FLOOR FURNACES
INSTALLED
HENRY B. McKELVEY
Phone Atascadero 80-F-5

CLYDE S. NANCE
Paso Robles
143-W
Modern Plumbing
Contractor
REPAIR SERVICE
1701 RIVERSIDE

Plumbers–(Cont'd)

BURT & BURT
PLUMBING & REPAIRS
WATER HEATERS - FURNACES
STEAM - GAS
Prompt Service
JAMES R. BURT
Cambria Cambria-66

Cheda Archie A Foothill Blvd.....Sn Luis Obspo-707
Clark's Plumbing Highway.....Atascadero-30
COALWELL ROY 2029 Pine.....Pso Robls 1036-W
(See Advertisement Page 84)
COOK F D PLUMBER & ELECTRICIAN
1032 Pine. Pso Robls-1032
(See Advertisement Page 84)
CRAIG F L SHEET METAL & PLUMBING
1224 Pine.....Pso Robls 130-W
(See Advertisement Preceding Page)
Davis Plumbing Service 3302 Pine..Pso Robls 441-W
(See Advertisement Preceding Page)
Dickie's Hardware & Plumbing Shop.....Cambria-36

DIXON HARRY E
PLUMBING
&
HEATING
Ask For Louis Furtado
For Sheet Metal Work
Orcutt Rd.....Sn Luis Obspo-1682-M

Hughes Plumbing & Repair 451 Pismo..Pismo Bch-74
(See Advertisement This Page)
KEENE'S PLUMBING & HEATING SERV
3045 Park.....Pso Robls 655-J
(See Advertisement Preceding Page)
Kurfess C A Highway.....Cambria 72-J
MACK'S PLUMBING SHOP
C R McAdams Repair Expert
907-12th .....Pso Robls-1329-W
McBride Sheet Metal Works
1023Nipomo. Sn Luis Obspo-337
(See Advertisement This Page)
McKelvey Henry B.....Atascadero-80-F-5
(See Advertisement This Page)
Mineau & Loomis Lumber Co
405 Branch. Aroyo Grnde-262
NANCE CLYDE S 1701 Riverside..Pso Robls 143-W
(See Advertisement This Page)
Ramage W C Bill 619 High....Sn Luis Obspo 2386-W
Roberts Earl S 445-5th.....Morro Bay-2821
SMEE'S PLUMBING & HEATING SHOP
1302 Osos. Sn Luis Obspo-766
Willhoit A H Hwy.....Templtn-23-J

Plumbers' Supplies–Retail

BRESSLER'S ELECTRIC & PLUMBING SHOP
See Our Adv Under Electrical Contractors
(Toll) Call "Operator" for.....San Miguel-34-W
HUSTON PLUMBING SUPPLY
1338 Railroad.....Pso Robls 361
Willhoit A H Hwy.....Templtn-23-J

Podiatrist–See Chiropodists

Pop Corn–Whsle

Keystone Products Co 1127-57th Av Oakland
(Toll) Call "Operator" for.....Kellog 2-1671

Posters

Woods Sign Service
678 Marsh.....Sn Luis Obspo 2716

Poultry Dealers–Retail

Bader Wm 12th & Riverside.....Pso Robls-298
Bognar's Poultry Ranch
Fair Oaks.....Aroyo Grnde 228-F-2
Buchman's Poultry 32 N Vine.....Pso Robls-1094-W
Close A A Grand Av & 14th....Aroyo Grnde 223-F-2
Henderson Merle Halycon.....Aroyo Grnde 135-F-3
Hessick Poultry S Highway.....Atascadero 251-W
Roberts Lee Jr Coromar.....Atascadero-301-M
SUNICAL LAND & LIVESTOCK DEPT
SanSimeon. Cambria-65-Y-11
Sunnyslope Ranch S Hwy.....Atascadero-109-R

Poultry Dealers–Whsle

Bader Wm 12th & Riverside.....Pso Robls-298
(See Advertisement This Page)
Beecham Thos Fair Oaks.....Aroyo Grnde 228-F-3
Calif Turkey Growers Assn Traffic Wy. Atascadero-166
Fagerbourg C B S 101 Hwy.....Nipomo 2291
Haynes Poultry Ranch Eaglet.....Atascadero-378-W
SUNICAL LAND & LIVESTOCK DEPT
SanSimeon. Cambria-65-Y-11

Poultry Equipment & Supplies

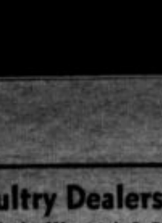
Becker H D California Blvd.....Sn Luis Obspo-587
Farmer's Alliance Bus Assoc
Main Plant & Office 945 Riverside...Pso Robls-115
Plant No 2 6th & Riverside.....Pso Robls-724

Prefabricated Structures

LIVINGSTON E C CO 13th & Railroad..Pso Robls 22
SOUTHERN PACIFIC MILLING CO
Snta Barbara Av.....Sn Luis Obspo 2200
(See Advertisement This Page)

Presswork–See Printers

POULTRY & EGGS



WHOLESALE
DISTRIBUTOR
&
RECEIVER
PHONE
PASO ROBLES
298
WM. BADER
12TH & RIVERSIDE

A Better Building in a Hurry
QUONSET
STEEL BUILDINGS
"A DESIGN FOR EVERY NEED"
STURDY STEEL CONSTRUCTION
Note: Approved for Dairy Barns
and Milk Houses by State Dairy Inspector
SOUTHERN PACIFIC
MILLING CO.
Santa Barbara Ave.
SAN LUIS OBISPO 2200

Printers

ATASCADERO NEWS
PRINTING
Of Every Description
Personal Attention to Each Order
Prices That You Can Afford
PROMPT, EFFICIENT SERVICE
N Mall.....Atascadero-100

Cambrian Press The.....Cambria-31
Herald Recorder 309 Branch.....Aroyo Grnde-21
HILL'S OFFSET PRINTING CO
1131 Chorro. Sn Luis Obspo-1727
PASO ROBLES JOURNAL
R M Douglas
709-12th .....Pso Robls-362

PRESS ADVERTISER CO
PASO ROBLES
GOOD
PRINTING PROMPTLY
Business Cards - Letterheads
Standard Forms for All Businesses
1212Pine .....Pso Robls-102

Preuss Press 981 Osos.....Sn Luis Obspo-1176

REPORTER THE
Commercial - Social
PRINTING
Quick Reliable Service
WEDDINGS BUSINESS FORMS
971 Osos.....Sn Luis Obspo 1921

Reporter The 971 Osos.....Sn Luis Obspo 1921
(See Advertisement This Page)
SHADOW ARTS STUDIO
Off Set And Letterpress
Wickenden Bldg.....Sn Luis Obspo-431
TELEGRAM PRESS
A A Gus Thiebaud
1240 Morro.....Sn Luis Obspo-1399

Produce

See Specific Kinds, i.e., Eggs Headings; Fruits & Vegetables Headings; Poultry Dealers Headings; Etc

Public Stenographers

See Stenographers–Public

PRINTING
WEDDINGS BUSINESS FORMS
BUSINESS CARDS ADVERTISING
COMMERCIAL PRINTING
PHONE
SAN LUIS OBISPO
1921
THE REPORTER
JAMES I. CALLAGHAN
971 OSOS ST. SAN LUIS OBISPO

Publishers

ATASCADERO NEWS N Mall.....Atascadero-100
Cambrian Press The.....Cambria-31
Herald Recorder 309 Branch.....Aroyo Grnde-21
Paso Robles Journal 709-12th.....Pso Robls-362
Pismo Times 434 Cypress.....Pismo Bch-71
PRESS ADVERTISER CO 1212 Pine..Pso Robls-102
Reporter The 971 Osos.....Sn Luis Obspo 1921
Telegram-Tribune Co 1240 Morro..Sn Luis Obspo-900

Pumps

FAIRBANKS MORSE PUMPS—
COOPERATIVE FARMERS SUPPLY CO INC
1311 Park.....Pso Robls-344

FARMER'S HARDWARE & EQUIP CO
581 Higuera.....Sn Luis Obspo-852
(See Advertisement This Page)

PUMPS

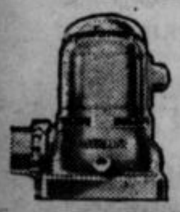
- DEEPWELL
- CENTRIFUGAL
- PRESSURE SYSTEMS

Sales
Service
Parts

PHONE
PASO ROBLES 189

SILER & BOTTS
829-13TH

FARMER'S HARDWARE & EQUIPMENT CO.



PUMPS
POMONA TURBINE PUMPS
PRESSURE SYSTEMS
Telephone
San Luis Obispo 852
581 Higuera Street

Pumps—(Cont'd)

Mineau & Loomis Lumber Co
405 Branch. Aroyo Grnde-262
Philpott George M Co 1160 Bryant San Francisco
(Toll) Call "Operator" for:.....Hemlock-5475
SILER & BOTTS 829-13th.....Pso Robls 189
(See Advertisement This Page)

TOMASINI A E
PUMPS
WATER WELLS
JOHNSTON DEEP WELL PUMPS
Pressure Systems - Centrifugals
Sales & Service
1922 Johnson.....Sn Luis Obspo-1424

Willhoit A H Hwy.....Templtn-23-J

Pumps—Repairing

FARMER'S HARDWARE & EQUIP CO
581 Higuera.....Sn Luis Obspo 852
Roach C L Windmill & Pump Repair Serv
515 Spring.....Pso Robls-413-W

SMITH FRANK B
PUMPS
NEW AND USED
REPAIRS ON ALL MAKES OF PUMPS
SURVEYS & ESTIMATES
FOR WATER REQUIREMENTS
579 Marsh.....Sn Luis Obspo 1993-J

Radiator Repairing—Automobile

See Automobile Radiator Repairing

Radiators—Cooling

Claassen's Radiator Shop
1534 Spring. Pso Robls-909-W

Radio Broadcasting Companies & Stations

K P R L RADIO STATION 32d & Vine. Pso Robls 204
K V E C Radio Station
Hill Mtn Vw. Sn Luis Obspo-1100
Transmitter Morro Rd.....Sn Luis Obspo-702

Radio Dealers

Beach Radio & Appliance Shop
427 Cypress.....Pismo Bch-111
(See Advertisement Opposite Page)

BENDIX RADIOS—
BEST HOME APPLIANCE STORE
1221 Spring.....Pso Robls 284-W

Best Home Appliance Store
1221 Spring.....Pso Robls 284-W
Bovee & Daniels 998 Higuera....Sn Luis Obspo-1335
BRISCO HARDWARE
Stewart Warner-Sonora
857 Monterey.....Sn Luis Obspo 41
BROWN CLARENCE
Packard Bell-Stewart Warner-Gilfillan
862 Higuera.....Sn Luis Obspo-1312
BROWN'S MUSIC STORE
717 Higuera.....Sn Luis Obspo-1278
BURT & BURT
RCA Victor Radios
.....Cambria 66

(Continued Next Page)

Radio Dealers—(Cont'd)

CAPEHART PHONOGRAPH-RADIO COMBINATIONS

CAPEHART

Hear the world's finest, most luxurious fully automatic phonograph-radio superior in tone, performance, appearance. Also, CAPEHART-PANAMUSE, moderately priced and engineered by Capehart craftsmen.

"WHERE TO BUY IT"
MODERNE THE 685 Higuera..Sn Luis Obspo 826

Daniels&Bovee 647Higuera.....Sn Luis Obspo-1335
(See Advertisement This Page)
Denison & Hopkins E Branch.....Aroyo Grnde 125
FARMER'S HARDWARE & EQUIP CO
581 Higuera.....Sn Luis Obspo-852

GENERAL ELECTRIC RADIOS—
DERBY'S ELECTRIC SHOP
827-13th.....Pso Robls 91

GILFILLAN RADIOS-PHONOGRAPHS-TELEVISION

Built in the West for Western Reception

Gilfillan RADIO

ENGINEERED BY RADAR EXPERTS

"WHERE TO BUY IT"

WILCOX LOU
Atascadero Garage Bldg.....Atascadero 490
WILCOX LOU 823-12th.....Pso Robls 1507
ZEGAR FURNITURE STORE
840 Monterey.....Sn Luis Obspo 85

HEATON R C CO 803-13th.....Pso Robls-29
Hickenbottom J F & Sons
745 Higuera.....Sn Luis Obspo 609
(See Advertisement Following Page)
House Of Appliances Elec Sales & Service
1226 Park.....Pso Robls 1304
Long E E Piano Co 777 Marsh....Sn Luis Obspo 506
McCLURE'S REPAIR SERVICE
2145 Broad.....Sn Luis Obspo-2221
McMAHAN FURNITURE CO
855 Marsh.....Sn Luis Obspo 1573
MISSION RADIO CO
882 Monterey.....Sn Luis Obspo-2400
Moderne The 685 Higuera.....Sn Luis Obspo-826
(See Advertisement Following Page)

MOTOROLA RADIOS—
DERBY'S ELECTRIC SHOP
827-13th.....Pso Robls 91

Payne's Radio Specialty
1334 Spring.....Pso Robls 562-M

PHILCO RADIOS—
DERBY'S ELECTRIC SHOP
827-13th.....Pso Robls 91
KRAMER'S 1325 Park.....Pso Robls 385
McMAHAN FURNITURE CO
855 Marsh.....Sn Luis Obspo 1573
ZEGAR FURNITURE STORE
840 Monterey.....Sn Luis Obspo 85

SCOTT RADIO PHONOGRAPHS—
LONG E E PIANO CO
777 Marsh.....Sn Luis Obspo 506

STEWART-WARNER RADIOS—
BEST HOME APPLIANCE STORE
1221 Spring.....Pso Robls 284-W

(Continued Next Page)

DANIELS & BOVEE

★ ★ ★ ★

Authorized Sales & Service
PHILCO-MOTOROLA
PACKARD BELL
RADIO COMBINATIONS
PUBLIC ADDRESS SYSTEMS
SOUND EQUIPMENT

Expert Repairs on All Makes
SAN LUIS OBISPO 1335
647 HIGUERA STREET

Philco Radio Service

Philco Union Radio Service is a nation-wide organization of selected, independent Service Dealers authorized to handle National Union Radio Tubes and Service products

RADIOS
RCA
MOTOROLA
PACKARD BELL
Sales & Service
24-HOUR
Radio SERVICE
COMPLETE REPAIRS
All Electrical Appliances Repaired
Phonograph Records for Sale
BEACH RADIO & APPLIANCE SHOP
427 Cypress Pismo Beach 111

the MODERNE

Sales RADIO Service

Visit Our Pana-Muse
685 HIGUERA
Phone San Luis Obispo 826

EXPERT REPAIRS ON ALL MAKES

CAPEHART - PANAMUSE
FARNSWORTH
BENDIX - ADMIRAL
Radios

RADIOS
SALES & SERVICE
STEWART-WARNER
GILFILLAN
ARVIN
RECORDERS
PUBLIC ADDRESS SYSTEM
SOUND EQUIPMENT
J. F. HICKENBOTTOM
& SONS
Phone San Luis Obispo 609
745 Higuera Street

TIDWELL'S
RADIO SERVICE
Authorized Dealers for
ZENITH
STEWART WARNER
Repairs on All Makes
Electric Appliances
Phonograph Records
ARROYO GRANDE 13
108½ W. Branch Street

Radio Dealers–(Cont'd)

STROMBERG-CARLSON RADIO

For the Main Radio in your Home . . . There is nothing finer than a Stromberg-Carlson. Radios - Radio-Phonographs - F. M. (Frequency Modulation) Television.

STROMBERG-CARLSON

"WHERE TO BUY IT"

BEST HOME APPLIANCE STORE
1221 Spring.....Pso Robls 284-W

TIDWELL'S RADIO SERVICE
108½ W Branch.....Aroyo Grnde-13
(See Advertisement This Page)

WALKER'S HOME SUPPLY
Philco & RCA Radios
Bridge & Branch.....Aroyo Grnde 122

WILCOX LOU
General Electric-Bendix-Gilfillan
Atascadero Garage Bldg.....Atascadero 490

WILCOX LOU
General Electric-Bendix Gilfillan
823-12th.....Pso Robls 1507

ZEGAR FURNITURE STORE
See Our Adv Under Furniture
840 Monterey.....Sn Luis Obspo-85

ZENITH RADIOS—
DERBY'S ELECTRIC SHOP
827-13th.....Pso Robls 91
LONG E E PIANO CO
777 Marsh.....Sn Luis Obspo-506
McMAHAN FURNITURE CO
855 Marsh.....Sn Luis Obspo 1573
TIDWELL'S RADIO SERVICE
108½ W Branch.....Aroyo Grnde 13

Radio Schools–See Schools

Radio Servicing

Beach Radio&Appliance Shop
427Cypress. Pismo Bch-111

CURRY'S IGNITION & RADIO SHOP
Free Pick Up & Dely
467 Main.....Morro Bay 4391

FRED'S RADIO CLINIC 732-14th.....Pso Robls 336

Hi-Ho Radio & Appliance Sales & Serv
1438 Spring.....Pso Robls-983
Long E E Piano Co 777 Marsh....Sn Luis Obspo-506

MISSION RADIO CO
862 Monterey.....Sn Luis Obspo-2400

Payne's Radio Specialty
1334 Spring.....Pso Robls 562-M
Pismo Radio&Electric Co 575Dolliver..Pismo Bch-165
(See Advertisement This Page)
(Continued Next Page)

RADIO
SERVICE
Repairing All makes
Expert Service
PISMO RADIO & ELECTRIC CO.
ARTHUR E. MURRAY, *Manager*
575 Dolliver
Phone Pismo Beach 165

Radio Servicing–(Cont'd)

Riffel's Radio Service 1535 Oak.....Pso Robls 347

SILVERTONE RADIO SERVICE—
SEARS ROEBUCK & CO
879 Higuera.....Sn Luis Obspo 760

Stephens Radio Service
Grover City.....Aroyo Grnde 261-F-21
Tidwell's Radio Service
108½ W Branch.....Aroyo Grnde-13
Tommy Radio Service 981 Chorro..Sn Luis Obspo 66-J
Woodrell Radio Shop Main.....Templeton 2-J

Radio Supplies & Parts–Retail

See Radio Dealers

Radio Supplies & Parts–Whsle & Mfrs

ARBUCKLE JACK C 1427 Broadway Fresno
(Toll) Call "Operator" for.....Fresno 4-6556
Frank Quement 156 W Sn Fernando Sn Jose
(Toll) Call "Operator" for.....Ballard 1824

Radio Therapy

Drown Laboratory 1254Garden...Sn Luis Obspo-1032

Rags

All-State Supply Co
Sanitary Wiping Rags-Janitor Supplies
1769 Chase Oakland
(Toll) Call "Operator" for.....Twinoaks 2646

Railroad Companies

Southern Pacific Co Oceano....Aroyo Grnde-258-F-12
Southern Pac Co 8th&Railroad.....Pso Robls-2
Southern Pacific Co Railroad Av..Sn Luis Obspo-2500
Southern Pacific Co .....S Margrita-16
Southern Pacific Railroad Co
Mercedes Av. Atascadero-268

Ranches

Alfalfa Ranch .....S Margrita 31-F 41
Biddle John F Music Rd.....Aroyo Grnde 226-F-12
Buena Vista Ranch .....Pso Robls 14-F-11
Clarke C W Co.....Pso Robls-1-F-6
Cowell Land & Cattle Co.....S Margrita-31-F-21
Denman Ranch Adelaide.....Pso Robls-8-F-23
Eagle Ranch .....Atascadero 71-F 22
Estrellita Ranch.....Pso Robls-13-F-24
Fairview Almond Ranch.....Pso Robls-19-F-5
Field O C Pecho Ranch OsosRd.Sn Luis Obspo-21-F-12
Hillman Ranch Estrella.....Pso Robls-13-F-4
Hillman's Keys Valley Ranch.....Pso Robls-14-F-5
Houchin-McNeil.....Aroyo Grnde-226-F-13
J & R Ranches Camp 8 Creston Rd...Pso Robls-6-F-5
Lopes Ranch Edna.....Sn Luis Obspo-15-J-1
Phelan Bros Ranch Sn Simeon Creek. Cambria-16-Y-4
Reyes S D Ranch No 3.....Aroyo Grnde-226-F-24
Sinsheimer's See Canyon Ranch
See Canyon Rd.....Sn Luis Obspo 18-J-1
Soares Bros .....Cambria 14-Y-4
Spring Ranch Shandon.....Pso Robls-1-F-13
Starfas Sam P Los Berros.....Aroyo Grnde 139-F-21
Sturgeon Dale Sn Gabriel Av.....Atascadero 497-W
Thorndyke Bros Cayucos Crk Rd.....Cayucos 2-Y-22
White Ranch Co Shandon.....Pso Robls-1-F-3
Willow Creek Ranch Willow Crk...Pso Robls 11-F-11

Have you thought of having a separate business listing in the Telephone Directory under your own name? The charge for these extra listings is small, the convenience often great.

Ranges & Stoves–Dealers

BEST HOME APPLIANCE STORE
Universal-West'n Holly-Gibson-Presteline
1221 Spring.....Pso Robls 284-W
Brisco Hardware 857 Monterey.....Sn Luis Obspo-41

BURT & BURT
Norge Electric & Gas Ranges
.....Cambria 66

Clark Fred W Feed Co
135 Traffic.....Aroyo Grnde 200-W

DEARBORN HEATERS—
FRANSCIONI BUTANE SALES & SERV
2801 Spring.....Pso Robls-343
FRANSCIONI & DAVIS BUTANE SALES
884 N Broad.....Sn Luis Obspo 356-J

FIRESTONE STORES
710 Higuera.....Sn Luis Obspo-130

FRIGIDAIRE ELECTRIC RANGES

You'll enjoy electric cooking at its best with a fully automatic Frigidaire Electric Range . . . fast, clean, economical, safe, sure results. See Frigidaire before you buy.

FRIGIDAIRE
MADE ONLY BY GENERAL MOTORS

"WHERE TO CALL"
SALES & SERVICE DEALERS

HEATON R C CO 803-13th.....Pso Robls 29
LONG E E PIANO CO
777 Marsh.....Sn Luis Obspo-506

GAFFERS & SATTLER GAS RANGES—
LONG E E PIANO CO
777 Marsh.....Sn Luis Obspo 506

GENERAL ELECTRIC RANGES—
McMAHAN FURNITURE CO
855 Marsh.....Sn Luis Obspo 1573
WILCOX LOU
Atascadero Garage Bldg.....Atascadero 490
WILCOX LOU 823-12th.....Pso Robls 1507

HEATON R C CO 803-13th.....Pso Robls-29

HICKENBOTTOM J F & SONS

Authorized Dealer for
Maytag Dutch Oven Ranges
Presteline Electric Ranges
Crosley Ranges
Gas, Electric & Oil Heaters

745 Higuera.....Sn Luis Obspo 609

Long E E Piano Co 777 Marsh....Sn Luis Obspo 506

McMAHAN FURNITURE CO
855 Marsh.....Sn Luis Obspo 1573

MODERNE THE

TAPPAN GAS RANGES - KELVINATOR
ELECTRO MASTER ESTATE - ADMIRAL
ELECTRIC - GAS & KEROSENE RANGES
HEATERS
GAS - ELECTRIC & FUEL OIL

685 Higuera.....Sn Luis Obspo-826

(Continued Next Page)

It pays to make frequent use of the Classified Telephone Directory. It lists services, stores, products and professional people—all classified for your convenience.

Ranges & Stoves–Dealers–(Cont'd)

OCCIDENTAL STOVES—
ZEGAR FURNITURE STORE
840 Monterey.....Sn Luis Obspo 85

O'KEEFE & MERRITT GAS RANGES—
SAN LUIS BUTANE DISTRS
Ensenada Av.....Atascadero 151
WHITAKER'S FURNITURE
766 Higuera.....Sn Luis Obspo 1006

TAPPAN GAS RANGES—
FRANSCIONI & DAVIS BUTANE SALES
884 N Broad.....Sn Luis Obspo 356-J
SAN LUIS BUTANE DISTRS
Ensenada Av.....Atascadero 151

Specializing in
RANCH PROPERTIES
CENTRAL COAST AREA
Evans Brokerage Co.
1118 Chorro — San Luis Obispo 63

REAL ESTATE

To Sell - To Buy
Specializing in
SAN LUIS OBISPO CITY PROPERTY
GEORGE G. ROSS
REALTOR
1118 CHORRO — San Luis Obispo 63

E. R. GRISWOLD - REALTOR
BUSINESS OPPORTUNITY BROKER

SPECIALIZING IN
• HOMES • RANCHES (Large or Small)
• INCOME PROPERTY
Phone Paso Robles 1510 — 731-12th

UNION HARDWARE CO
725 Higuera.....Sn Luis Obspo-43
WALKER'S HOME SUPPLY
Bridge & Branch.....Aroyo Grnde 122

WEDGEWOOD STOVES—
FRANSCIONI BUTANE SALES & SERV
2801 Spring.....Pso Robls-343
FRANSCIONI & DAVIS BUTANE SALES
884 N Broad.....Sn Luis Obspo 356-J
SAN LUIS BUTANE DISTRS
Ensenada Av.....Atascadero 151

WESTINGHOUSE RANGES—
COOPERATIVE FARMERS SUPPLY CO INC
1311 Park.....Pso Robls-344

ZEGAR FURNITURE STORE
See Our Adv Under Furniture
840 Monterey.....Sn Luis Obspo-85

Ranges & Stoves–Repairing

PROSPERITY GAS RANGE SERVICE—
SEARS ROEBUCK & CO
879 Higuera.....Sn Luis Obspo 760

Rattan Ware–See Furniture Headings

Real Estate

Anderson R E Bob
2056 Chorro.....Sn Luis Obispo 2803-M

ASHBAUGH CHAS V
REALTOR
Specializing in
Farm Lands
Cattle - Grain & Dairy
Ranches
City Business & Income Properties
981 Monterey.....Sn Luis Obspo 2791

BABCOCK BROKERAGE 1434 Spring..Pso Robls 606

BROWN & ROY
W. R. BROWN — LEE R. LOVITT — ED. ROY
Res.Phone 181 — Res.Phone 207 — Res.Phone 64-Y-4
Licensed
REAL ESTATE BROKERS
INSURANCE
GENERAL - AVIATION - LIFE - BONDS
Beach Properties - Homes - Ranches
101 Highway
820 Price.....Pismo Bch-154

Clifford Insurance Agency 727-13th..Pso Robls-264-W
Collins Boyd I 1118 Garden.....Sn Luis Obspo 308
Conner & Waltz Highway.....Cambria 40
Cook Ward I 1118 Garden.....Sn Luis Obspo 308
CORNELIUS ELSA R NHighway.....Atascadero-300

COVERT & LINSTRUM
LICENSED
REAL ESTATE BROKERS
Residential - Farms & Income
Properties - Business Opportunities
Insurance and Notary Public
203 Bridge.....Aroyo Grnde 110

Curtright L T 785 Marsh.....Sn Luis Obspo-1676
EDWARDS JOHN W
Licensed Real Estate Broker
Branch.....Aroyo Grnde 123-J
EVANS BROKERAGE CO
1118 Chorro.....Sn Luis Obspo-63
(See Advertisement This Page)
(Continued Next Page)

Real Estate–(Cont'd)

Fitzgerald Maurice W 852 Higuera.Sn Luis Obspo-839
Forbes Will D 1627 Spring.....Pso Robls 542
Forington N M 127Capitol.....Pso Robls-1513-J
Gee Charles E Traffic Wy.....Atascadero-333
Gilfillan Josephine K.....Templtn-13-W
Gist Fred L 1035 Chorro.....Sn Luis Obspo 858
GRISWOLD E R 731-12th.....Pso Robls-1510
(See Advertisement Opposite Page)
Grover City Development Co
Ward Bldg.....Pismo Bch 165-J
Henderson Brokerage Co Highway....Atascadero-194
Henry Orpha 436 Pomeroy Av.....Pismo Bch 113

HICKENBOTTOM J F & SONS
See Us Before You Plan to Build
We Offer a
Complete Planning & Financing
Service
CUSTOM BUILT HOMES
"WHY BUY—BUILD NEW"
745 Higuera.....Sn Luis Obspo-609

JOHNSON REALTY
Licensed Real Estate Broker
General Insurance
Public Stenographer
Notary Public
Doran Bldg-2d Floor
Highway.....Atascadero 280-W

JONES B F MRS
Office-Fair Oaks District-Arroyo Grande
.....Aroyo Grnde 211-F-5

KAISER ALVIN R
FOR BEST RESULTS
LIST YOUR PROPERTY
WITH
ALVIN R. KAISER
Dependable - Efficient
Complete Insurance Service
1115 Chorro.....Sn Luis Obspo-2685

Kamm L W 1137 Chorro.....Sn Luis Obspo-1051
KENNEDY RALPH C 858 Marsh..Sn Luis Obspo-1900
Lawrence L W 1020Broad.....Sn Luis Obspo-121
Lewin Bernhard 792 Monterey....Sn Luis Obspo 325
Maino C A 1118 Garden.....Sn Luis Obspo 80
National Farm Loan Associations
1123 Garden.....Sn Luis Obspo-1386
Nelson Wm A
Stanley H Nelson
982 Monterey.....Sn Luis Obspo-2134
NORTHEY OTTO E Oceano...Aroyo Grnde 256-F-11

NOYES REALTY SERVICE
Realtors - Insurance - Notary Public
RUSSELL NOYES, Morro Bay
EDITH S. NOYES, Morro Bay
RICHARD G. NOYES, Cayucos 40 and 31-W
Agents for
Fireman's Fund Group Insurance
Northwestern Mutual Life Insurance
Pre-Built Homes Company Incorporated
330-5th.....Morro Bay-2171

Noyes Realty Service 330-5th.....Morro Bay 2171
O'Donnell Wm C 133 Villa.....Sn Luis Obspo 1345
Pierce Kem D Mrs 227-12th.....Pso Robls-1021
Rohrberg Milton C Main.....Cambria-62
ROSS GEORGE G 1118 Chorro.....Sn Luis Obspo 63
(See Advertisement Opposite Page)
Ruth Edessa Mrs 680 E.....Morro Bay 4331
Sample Vernon E 1734 Oak.....Pso Robls 1013-W

Plan your shopping with the Classified Telephone Directory.

SAN LUIS BROKERAGE
WARD I. COOK - BOYD COLLINS
Real Estate - Home Service
General Contracting
1118 Garden.....Sn Luis Obspo 308

Strout Realty S Highway.....Atascadero 123-J
Strout Realty.....Cayucos 32-Y 22
Thompson Jane R
Grand & Halcyon.....Aroyo Grnde 141-F-2
Thompson T B 1013 Chorro.....Sn Luis Obspo 1875
Vail E L Highway.....Atascadero-239

VAN HORN OTTO B
PASO ROBLES
REALTOR
FARMS - ORCHARDS - HOMES
Next to Post Office
612-12th.....Pso Robls-1414

Vericel Helen Foothill Blvd....Sn Luis Obspo 2165-J
Vollmer Ernest 740 Higuera.....Sn Luis Obspo 700
Weiss Wm C Main.....Cambria 77-W
Wickenden W C 1035 Chorro.....Sn Luis Obspo-858
Williams R J 625-14th.....Pso Robls-21

Recording Equipment & Supplies–Sound

MODERNE THE 685 Higuera.....Sn Luis Obspo-826

Reducing Methods

Stauffer System
Gladys Hammett
1220 Morro.....Sn Luis Obspo 2257

A store may not immediately come to the mind of a prospect when special services are desired, such as are offered by a Beauty Salon, Radio or Watch Repairing Department. Many establishments, realizing this, advertise under several classifications in the Classified Directory. Thus they direct more business their way.

Telephone service is one of the unifying forces of the nation.

HANDY MAN or SPECIALIST

You're almost certain to find the person or firm to do the job you want done when you

LOOK IN THE
Classified
TELEPHONE SECTION

COMMERCIAL REFRIGERATION

SALES & SERVICE

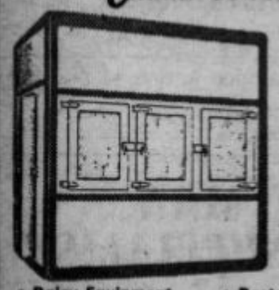
PASO ROBLES 1301

Specializing in

DAIRY EQUIPMENT
WALK-IN BOXES
MEAT CASES
REACH-IN REFRIGERATORS
DEEP FREEZE

HUGO'S REFRIGERATION
Sales & Service
2801 Spring Paso Robles

REFRIGERATOR
SALES AND
SERVICE
Commercial



AUTHORIZED FRIGIDAIRE SERVICE HEADQUARTERS

- Manufactured Custom Built Equipment
- Reach-in Boxes
- Walk-in Boxes
- Commercial
- Installation
- Frozen Food Cabinets

• Dairy Equipment • Restaurant Equipment
• COMPLETE REBUILDING
PHONES
San Luis Obispo 1488
Paso Robles 1416
CAMPBELL'S REFRIGERATION
532 HIGUERA SAN LUIS OBISPO
845 - 13TH PASO ROBLES

Refrigeration Equipment–Commercial

GENERAL REFRIGERATION SERVICE CO
2138 Spring.....Pso Robls-598
(See Advertisement This Page)

Hugo's Refrigeration Sales & Service
2801 Spring.....Pso Robls-1301
(See Advertisement This Page)

Long E E Piano Co 777 Marsh....Sn Luis Obspo-506

MODERNE THE 685 Higuera.....Sn Luis Obspo-826

NEARLY NEW FURNITURE CO
Harry Hill Refrigeration Dept Mgr
1230 Osos.....Sn Luis Obspo 2092-W

Refrigeration Equipment–Commercial, Servicing

CAMPBELL'S REFRIGERATION
532 Higuera. Sn Luis Obspo-1488
(See Advertisement This Page)

General Refrigeration Service Co
2138 Spring. Pso Robls-598

Hugo's Refrigeration Sales & Service
2801 Spring.....Pso Robls-1301

MALLETT'S REFRIGERATION SERVICE
S Hwy.....Atascadero-304-W

NEARLY NEW FURNITURE CO

COMMERCIAL REFRIGERATION SERVICE
GUARANTEED WORKMANSHIP
12 Years Experience
All Makes - Domestic and Commercial
HARRY HILL, Service Dept. Mgr.
1230 Osos.....Sn Luis Obspo-2092-W

GENERAL REFRIGERATION SERVICE CO.

Automatic Refrigeration for Every Purpose
AUTHORIZED Frigidaire Dealer
Phone Paso Robles 598
B. J. PIERCY, *Proprietor* If No Answer (Toll) Call "Operator" For Santa Maria 955
2138 SPRING STREET

A Handy Man
FOR ANY JOB
and perhaps you want him quickly. It's easy to find the one nearest you by looking in the
Classified
TELEPHONE SECTION

Refrigerators–Domestic

BEACH RADIO & APPLIANCE SHOP
Norge Refrigerators
427 Cypress.....Pismo Bch-111

BEST HOME APPLIANCE STORE
1221 Spring.....Pso Robls 284-W

BRISCO HARDWARE
857 Monterey.....Sn Luis Obspo 41

BURT & BURT
Authorized Norge Dealer
.....Cambria 66

CAMPBELL'S REFRIGERATION
532 Higuera.....Sn Luis Obspo-1488
(See Advertisement This Page)

CLINE'S ELECTRIC SHOP
962Monterey. Sn Luis Obspo-13

Denison & Hopkins E Branch.....Aroyo Grnde 125

FRANSCIONI BUTANE SALES & SERVICE
2801 Spring.....Pso Robls-343
(See Advertisement This Page)

FRIGIDAIRE REFRIGERATORS

Frigidaire, a great name in refrigeration, offers Cold-Wall moist storage, freezer chest, current-saving Meter-Miser, many other features. See Frigidaire before you buy.

FRIGIDAIRE MADE ONLY BY GENERAL MOTORS

"WHERE TO CALL"
SALES & SERVICE DEALERS

Atascadero Hardware Traffic Wy..Atascadero-133

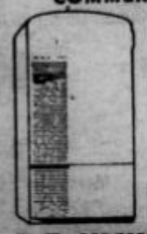
HEATON R C CO 803-13th.....Pso Robls 29

LONG E E PIANO CO
777 Marsh.....Sn Luis Obspo-506

(Continued Next Page)

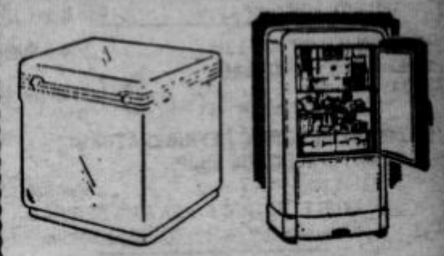
SERVEL-ELECTROLUX
GAS REFRIGERATORS
With Special Repair Service
FRANSCIONI'S
BUTANE & PROPANE SERVICE
Paso Robles 343
2801 Spring Street

REFRIGERATORS
COMMERCIAL AND DOMESTIC



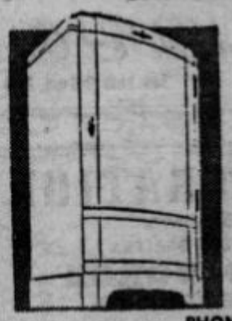
COMPLETE SERVICE ON ALL MAKES
SALES & SERVICE
GILFILLAN
MAYTAG
HOME FREEZERS
J. F. HICKENBOTTOM & SONS
745 Higuera St. San Luis Obispo 609

REFRIGERATION
Sales & Service



KELVINATOR - ADMIRAL
GIBSON - HOME FREEZER
REFRIGERATORS
DEEPFREEZE
HOME FREEZER UNITS
PROMPT REPAIR SERVICE - ALL MAKES
THE MODERNE
SAN LUIS OBISPO 826
685 HIGUERA STREET

REFRIGERATOR
SALES AND
SERVICE
Domestic



Authorized Sales & Service
KELVINATOR
FROZEN FOOD CABINETS
PHONES
SAN LUIS OBISPO 1488
PASO ROBLES 1416
CAMPBELL'S REFRIGERATION
532 HIGUERA SAN LUIS OBISPO
845 - 13TH PASO ROBLES

Refrigerators–Domestic–(Cont'd)

GENERAL ELECTRIC REFRIGERATORS—
McMAHAN FURNITURE CO
855 Marsh.....Sn Luis Obspo 1573
WILCOX LOU
Atascadero Garage Bldg.....Atascadero 490
WILCOX LOU 823-12th.....Pso Robls 1507

HEATON R C CO 803-13th.....Pso Robls-29
Hickenbottom J F & Sons
745 Higuera.....Sn Luis Obspo 609
(See Advertisement Preceding Page)

HOTPOINT ELECTRIC REFRIGERATORS—
DERBY'S ELECTRIC SHOP
827-13th.....Pso Robls 91
SAN LUIS ELECTRIC & HEATING SERVICE
715 Higuera.....Sn Luis Obspo-603

McCLURE'S REPAIR SERVICE

REFRIGERATION SERVICE
ON ALL MAKES
DOMESTIC & COMMERCIAL
RADIO & ELECTRIC REPAIRS
WASHING MACHINES - VACUUM CLEANERS
COMPLETE APPLIANCE SERVICE
2145 Broad.....Sn Luis Obspo-2221

McMAHAN FURNITURE CO
855 Marsh.....Sn Luis Obspo 1573
Moderne The 685 Higuera.....Sn Luis Obspo-826
(See Advertisement Preceding Page)

MONITOR REFRIGERATORS—
BRISCO HARDWARE
857 Monterey.....Sn Luis Obspo 41

COLDSPOT Refrigerators
KENMORE WASHING MACHINES
KENMORE VACUUM CLEANERS
SILVERTONE RADIOS
Shop at Sears and Save
Sears Roebuck & Co.
879 Higuera Street San Luis Obispo 760

REFRIGERATION
Sales & Service
AUTHORIZED DEALERS
PHILCO-NORGE
HOME FREEZER UNITS

Phone
Arroyo Grande 122
WALKER'S HOME SUPPLY
Bridge & Branch

NEARLY NEW FURNITURE CO
Harry Hill Refrigeration Dept Mgr
1230 Osos.....Sn Luis Obspo 2092-W

PHILCO REFRIGERATOR SALES & SERVICE—
DERBY'S ELECTRIC SHOP
827-13th.....Pso Robls 91
McMAHAN FURNITURE CO
855 Marsh.....Sn Luis Obspo 1573
ZEGAR FURNITURE STORE
840 Monterey.....Sn Luis Obispo 85

SAN LUIS ELECTRIC & HEATING SERVICE
715 Higuera.....Sn Luis Obspo-603
If no answer call.....Sn Luis Obspo-2614

SEARS ROEBUCK & CO
879 Higuera.....Sn Luis Obspo-760
(See Advertisement This Page)

SERVEL GAS REFRIGERATOR

The gas refrigerator is silent - automatic - economical. A tiny gas flame does all the work. Refrigerating unit is unconditionally guaranteed for 10 years.

SERVEL
GAS REFRIGERATOR

"WHERE TO BUY IT"

SAN LUIS BUTANE DISTRS
Ensenada Av.....Atascadero 151

UNION HARDWARE CO
725 Higuera.....Sn Luis Obspo 43

Walker's Home Supply
Bridge & Branch.....Aroyo Grnde 122
(See Advertisement This Page)

WESTINGHOUSE REFRIGERATORS—
COOPERATIVE FARMERS SUPPLY CO INC
1311 Park.....Pso Robls-344

ZEGAR FURNITURE STORE
See Our Adv Under Furniture
840 Monterey.....Sn Luis Obspo-85

Refrigerators–Domestic, Servicing

CAMPBELL'S REFRIGERATION
532 Higuera. Sn Luis Obspo-1488
Campbell's Refrigeration Service
845-13th.....Pso Robls 1416

COLDSPOT REFRIGERATOR-FREEZER SERVICE—
SEARS ROEBUCK & CO
879 Higuera.....Sn Luis Obspo 760

Mallett's Refrigeration Service
S Hwy.....Atascadero-304-W

Registers–Cash–See Cash Registers

Reporters

SMITH WM T 1151 Murray.....Sn Luis Obspo 505

Resorts

Sycamore Mineral Springs
Avila Rd. Sn Luis Obspo-8-J-12

Rest Homes–See Sanitariums

Restaurants

Abalone Cafe
Specializing In Abalone Dinners
Highway No 1.....Morro Bay 2956
AL'S MESS HALL 2748 Spring.....Pso Robls 1123
Anchor
See Our Adv Under Night Clubs
Pomeroy Av.....Pismo Bch-345

(Continued On Pages 97 & 98)

Bring the family down and enjoy our

SPECIAL DINNERS

Menu

Relish
Shrimp or Fruit Cocktail
Abalone Chowder or Soup
Salad

Half Cracked Crab with Mayonnaise
All Sea Foods in Season
½ Fried Spring Chicken
Baked Virginia Ham, Candied Yams

Broiled Filet Mignon Steak
Abalone Steak
Fried Jumbo Shrimp
Fried Morro Bay Oysters

Creamed Peas Carrots Potatoes
Hot Rolls and Butter
Home Made Pies
Coffee Tea Milk

"Watch the breakers play at the Breakers Cafe"

BREAKERS CAFE
and COCKTAIL LOUNGE

ROY D. GILMAN
ERVIN N. CASSELMAN
Morro Bay *Phone 2431*

PLESSAS TAVERN

Famous for
Sea Foods
Lobster & Clams
STEAK & CHICKEN DINNERS

Cocktail Bar
ON HIGHWAY 101
PISMO BEACH 90
735 PRICE

TOWER BARBECUE
AND COCKTAIL LOUNGE

It Is Our Pleasure to Serve You
DELICIOUS
STEAKS AND CHOPS
BAR-B-Q
As You Like Them
SEA FOODS IN SEASON
BAR & COCKTAIL LOUNGE

Fine Liquors
Choice Cocktails
Wine - Beer - Ale
Phone
San Luis Obispo 830
427 HIGUERA STREET

"J.C." GRILL
AND
FOUNTAIN SERVICE
Fine Foods
Breakfast - Lunch

STEAKS & CHOPS
SHORT ORDERS
DINNERS

Phone
San Luis Obispo 2922

1057 MONTEREY
SAN LUIS OBISPO

Ranell's
Coffee Shop
STEAKS

• Steaks
• Chops
Breakfast - Lunch - Dinner
1050 MONTEREY AV.
San Luis Obispo 2430

Restaurants—(Cont'd)

ANDERSON HERMAN L 101 CAFE
Cheerful Atmosphere
GOOD FOOD
Moderate Prices
1420 Spring.....Pso Robls 101

ARIZONA CAFE 562 Higuera....Sn Luis Obspo-1184
(See Advertisement Opposite Page)

AUSTINS CONFECTIONERY
MR. & MRS. CHARLES M. SIMON
Breakfast - Luncheon - Dinner
Fountain Service
Open 7 AM to 10:30 PM
Daily Except Sunday
868 Monterey.....Sn Luis Obspo-86

BANK CAFE
Good Foods
1213 Park.....Pso Robls-40-J
Beauty Rest Cafe S Highway.....Atascadero 220-W
BEE HIVE RESTAURANT
887Monterey.Sn Luis Obspo-283
Bill's Place 537 Cypress.....Pismo Bch-114
BLUE BELL COFFEE SHOP
978 Monterey.....Sn Luis Obspo-1930
BLUE MOON COFFEE SHOP
1226 Spring.....Pso Robls 331
BREAKER'S CAFE
Fresh Fish Our Specialty
Market & 5th.....Morro Bay-2431
(See Advertisement Preceding Page)
BROWN GORDON C
Sandwiches-Chili-Light Lunches
Roosevelt Hwy.....Morro Bay 2872
Bud & Bill's 112 Branch.....Aroyo Grnde 285
Bud's Malt Shop 924 Price.....Pismo Bch 32-W
Buoy Cafe.....Cayucos 22-W
(See Advertisement Opposite Page)
Busi's Cafe 1122Pine.....Pso Robls-581
Cambria Pines Cafe 101 Hwy.....Cambria 72-J
CANARY COTTAGE 1200 Spring.....Pso Robls-57
CANTON RESTAURANT
314 Ocean View.....Pismo Bch-302
CARLTON HOTEL Hwy.....Atascadero-177
Celia's Cafe 234 Pomeroy.....Pismo Bch 304-R
CIRCLE INN 6th & Main.....Morro Bay 3231
COLOMBO CAFE & COCKTAIL LOUNGE
1232 Pine.Pso Robls-365
Cooper's Restaurant 101 Hwy.....Pismo Bch 194
Corcoran's 848Higuera.....Sn Luis Obspo-176
Corky's & Danny's 1177 Marsh.Sn Luis Obspo 1964-J
Cozy Nook Cafe Main.....Morro Bay-2041
Cracker Box 6th & Main.....Morro Bay 2071
DAD'S HAMBURGER PLACE
589 Higuera.Sn Luis Obspo-2138
Dan & Angie Cafe.....Templtn-8
Dave & Grace's Cafe .....Cambria 7-M
DAVE'S LUNCH 1737 Snta Rosa.Sn Luis Obspo 2978
Dennis Dairy Lunch 894 Higuera..Sn Luis Obspo-711
Depot Coffee Shop Railroad Av.Sn Luis Obspo 2399-M
Dog House 380 Pomeroy.....Pismo Bch 66-W
Don's Lunch Spot 1338 Spring.....Pso Robls 43
Drift In Restaurant 101-5th.....Morro Bay 3751
EAGLE CAFE 273 OceanVwAv.....Pismo Bch-98
ECONOMY FOUNTAIN
George S Edwards-Prop
796Higuera .....Sn Luis Obspo-2700
EDITH'S CAFE
Open 24 Hrs Per Day
882 Marsh.....Sn Luis Obspo 2650
El Mar Cafe 304 Cypress.....Pismo Bch-100
El Paso Cafe 1114 Pine.....Pso Robls-427
Far East Cafe 798 Palm.....Sn Luis Obspo-1905

(Continued Next Page)

Restaurants—(Cont'd)

FIRE PLACE CAFE 540 Cypress....Pismo Bch 212
FRANK & LARRY'S
Morehouse & Pisenti Proprietors
Hwy Templtn-35
Frankies Lunch 618-12th.....Pso Robls 199
FRANK'S CAFE 645 Higuera....Sn Luis Obspo-2158
FREITAS GEO A BANK EXCHANGE
686 Higuera.Sn Luis Obspo-1195
Galli Cafe 324 Hinds.....Pismo Bch 221
GARRISON'S CAFE
Open All Night
Price .....Pismo Bch-176
GEMEDA TEA ROOM
958 Pismo.....Sn Luis Obspo 2542-W
GOLD DRAGON
Chinese And American Dishes
985 Monterey.....Sn Luis Obspo-803
Golden West Restaurant
676 Higuera.Sn Luis Obspo-526
Gowans Ormand S Highway.....Pso Robls 473-W
Graham Robt B Mountain House.....S Margrita 43
Greyhound Interstate Restaurant
1015 Monterey.....Sn Luis Obspo 1086
H & A Cafe Pismo Hwy.....Sn Luis Obspo 2997
Hamburger Haven
World's Best Hamburgers
1126 Snta Rosa.....Sn Luis Obspo 1343-J
Happy Jacks 6th & Main.....Morro Bay 3761
Harbor Inn Avila.....Sn Luis Obspo-8-J-2
HI-HAT CAFE 1330 Spring.....Pso Robls 477
HILLTOP CAFE
Bill&Hazel Hoge-Props-101 Hwy 2½ Miles
S Of Pismo Bch-½ Mile N Of Aroyo Grnde
.....Aroyo Grnde-238-F-23
HONG KONG CAFE
Noon To 10 PM-Sat 12 PM Amer & Chinese Food
943 Spring.....Pso Robls-604
Horseshoe Cafe 998 Monterey.....Sn Luis Obspo 45
IDAHO CLUB 400 Cypress.....Pismo Bch 161
J C GRILL 1057 Monterey.....Sn Luis Obspo 2922
(See Advertisement Opposite Page)
Jiffy Cafe Hwy.....Atascadero-337
Jimmy's Steak House 1244 Pine....Pso Robls 516-J
JIM'S INN 1025 Morro.....Sn Luis Obspo 252
Johnny's Tavern 1216 Spring.....Pso Robls-85
JONESY'S CAFE 12th&Pine.....Pso Robls-171
K & A Cafe Hwy.....Templtn-22
KAY'S CAFE S Highway.....Pso Robls 473-J
Knotts R F Highway.....Nipomo 2451
LIVELY CAFE
North Edge Of Town
101 Highway.....Pismo Bch 303
LOG CABIN CAFE S Highway.....Atascadero 9
Lucky Spot Cafe 621 Price.....Pismo Bch-170
Lukas Place 532 Cypress.....Pismo Bch-34
Lyle's Mid-Nite Cocktail Lounge
1215 Spring.Pso Robls-798
Mac & Marv's Barbecue 101 Highway..Nipomo 2481

(Continued Next Page)

At the Covered Wagon
• Food That Makes Driving Miles a Pleasure
• Surroundings That Will Soothe Any Nerves
• No Juke Box Din

PASO ROBLES
473-W

THE OAKS
RESTAURANT
ON HWY. 101
2 MI. SOUTH OF PASO ROBLES
Ormond & Nema Gowans, *Props.*

ORIGINAL MEXICAN EATS
LUPE COTA & LEO MENDEZ, *Owners*

Real
MEXICAN DISHES
• ENCHILADAS
• TACOS
• TORTILLAS
To Take Home
• TAMALES
• BARBECUE
Telephone
San Luis Obispo 1184
562 Higuera St.
ARIZONA CAFE

PAUL
PERROT'S
GRILL
San Luis Obispo, Calif.
at
ANDERSON
HOTEL
When in San Luis Obispo, the place to get choice meals - expertly cooked Splendidly served
Visit Our Cocktail Lounge
Enjoy Your Favorite Cocktail
PAUL PERROT'S
Telephone San Luis Obispo 794
1020 MORRO

BUOY CAFE
We Specialize in
STEAKS & SEA FOOD

WINES & MIXED DRINKS
Phone CAYUCOS 22-W
HIGHWAY 1
CENTER OF CAYUCOS

Restaurants—(Cont'd)

MAC'S CAFE
Beer & Wines
Avila ..... Sn Luis Obspo-1-R-2
Mee Heng Chop Suey Shop
Chinese Food
815 Palm..... Sn Luis Obspo 1330
MIDGET LUNCH 1029Morro..Sn Luis Obspo-2540-J
Min & Frances Cafe 811 Price..... Pismo Bch-155-J
Mission Cafe & Bar 699 Higuera.Sn Luis Obspo-863-W
Mom's & Pop's Cafe
A Real Place To Eat Home Cooking
662 Higuera..... Sn Luis Obspo-951
OAKS RESTAURANT S Highway..Pso Robls 473-W
(See Advertisement Preceding Page)
Ocean View Cafe 925 Price..... Pismo Bch-63
OCEAN VIEW TAVERN
A W Thomas-Proprietor
Avila ..... Sn Luis Obspo-8-J-3
Park Cafe 739-12th..... Pso Robls-512
Park Cafe 1819 Osos..... Sn Luis Obspo-1318-J
Paul's Place ..... Cayucos 22-J
Perrot's Paul Grill 1020 Morro....Sn Luis Obspo-794
(See Advertisement Preceding Page)
PILOT WHEEL
Serving Pismo's Famous Clams
Pomeroy Av..... Pismo Bch 45
PIP DRIVE IN 1020 Spring..... Pso Robls-80
Plains The 1226 Pine..... Pso Robls-86
Plessas Tavern 735Price..... Pismo Bch-90
(See Advertisement Page 97)
Polly Cafe 412 Higuera..... Sn Luis Obspo 691
POODLE DOG
We Spec In Sandwiches-7 AM-10 PM
2314 Spring..... Pso Robls 917
Quon Harry
Chinese Dishes
5th & Main..... Morro Bay 3781
Ranell's Coffee Shop
1050 Monterey..... Sn Luis Obspo-2430
(See Advertisement Page 98)
Redwood Tree Cafe
1254 Monterey..... Sn Luis Obispo 2050-J
Rex's Cafe 1136 Carmel..... Sn Luis Obspo-491-J
REX'S PLACE AtascaderoHotel..... Atascadero-298
RITE SPOT CAFE 325 Cypress..... Pismo Bch-127
Robasciotti J Cafe 1034 Morro. Sn Luis Obspo-600-W

ROCK CAFE
The Home of Home-Made Pies
All Sea Foods in Season
5th ..... Morro Bay 3536

SAN LUIS CAFE
Fine Food-Breakfast-Lunch-Dinner
1015 Chorro..... Sn Luis Obspo 881-W
SANTA MARGARITA INN
E F Cornmayer-Proprietor
Highway ..... S Margrita 21
Shanghai Low
Good Chinese Food
830 Palm..... Sn Luis Obspo-2080-W
SHELL CAFE 1223 Price..... Pismo Bch-337
Sister's Inn
Annabelle Warren-Owner
208Higuera ..... Sn Luis Obspo-155
Smile Inn 101 Highway..... Sn Luis Obispo 1937
Southward Motel 3231 Spring..... Pso Robles 554
Spanish Kitchen The Highway..... S Margrita 42-J
Stallter Norma Coffee Shop
416 Spring..... Pso Robls 461-J
Tasty Coffee Shop 895 Higuera.... Sn Luis Obspo-847
TOWER BARBECUE & COCKTAIL LOUNGE
427 Higuera..... Sn Luis Obspo-830
(See Advertisement Page 97)

We invite you to tune in Monday nights, N.B.C. stations, to enjoy the Telephone Hour and its guest artists.

TOWNSEND'S COFFEE SHOP&COCKTAIL LOUNGE
Edward&Margaret Madsen
990Monterey ..... Sn Luis Obspo-1261
TRUDY'S CAFE
H B Wiseman
600 Price..... Pismo Bch-329
UPTOWN DRIVE-IN 1514 Spring..... Pso Robls-474
Valley Grill 1231 Spring..... Pso Robls-384
Victory Inn 101 Highway..... Pismo Bch 29-R
Waldorf Cafe 975 Osos..... Sn Luis Obspo-1002

WALLY'S CAFE
REAL HOME COOKED MEALS
We Specialize in HOME MADE PIES
Traffic Way & Bridge..... Aroyo Grnde-11-J

WHITE LUNCH
At Martinelli's Place
Highway Atascadero-69
WHITE SPOT CAFE
Griffith & Skidis-Props
1524 Spring..... Pso Robls-776
WIDE AWAKE CAFE
Open 24 Hrs A Day
1129 Monterey..... Sn Luis Obspo-1343-W
Wing's Fountain & Cafe ..... Cayucos 22-R

Riding Apparel—Retail

ROUND UP 724-13th..... Pso Robls 1180

Rivets

Payne's Bolt Works
Since 1871 Mfrs Bolts Nuts & Rivets
201 Main S F
(Toll) Call "Operator" for..... Sutter 8200

Rock

Roselip Walter B 615 Grand..... Sn Luis Obspo-785
If no answer call..... Sn Luis Obspo-211-W

Roofers

County Roof Service
1250 Fletcher. Sn Luis Obspo-1840
(See Advertisement Page 102)
CRAIG F L SHEET METAL & PLUMBING
1224 Pine..... Pso Robles 130-W
(See Advertisement Opposite Page)
(Continued On Pages 101 & 102)

Hear the music of distinguished artists brought to you each Monday night, over N.B.C. stations, by the Telephone Hour's "Great Artist Series."

ANY TIME

When things happen unexpectedly—the demand for promptness of service is urgent. You'll find firms who render 24-hour service listed in the

Classified
TELEPHONE SECTION

JOHNS-MANVILLE ROOFS

THE STANDARD OF QUALITY FOR OVER 75 YEARS

Complete Roof Service

RE-ROOF FOR THE LAST TIME WITH ASBESTOS SHINGLES

JOHNS-MANVILLE JM PRODUCTS

EVERY TYPE OF ROOFING FOR *EVERY* TYPE OF BUILDING

JOHNS-MANVILLE BLOWN ROCK WOOL HOME INSTALLATION

Phone **San Luis Obispo 546**

KYLE COMPANY

HARRY KYLE, *Mgr.* ESTABLISHED OVER 21 YEARS

1609 OSOS STREET - SAN LUIS OBISPO

SOMETHING NEW

ROOFS SPRAYED ON

A Lasting Solution to Your Roofing Problems

☆

WATERPROOF PRESERVE PROTECT YOUR ROOF

☆

Used Over Tin Galvanized Iron Paper - Felt Concrete - Gravel

GOLD SEAL LIQUID ASBESTOS ROOF COATING BLACK

Frank L. Craig **Sheet Metal & Plumbing**

Telephone **PASO ROBLES 130-W**

1224 PINE

ROOFS
THAT LAST

Repaired • Recoated • Renewed

Phone
San Luis Obispo **1840**

JAMES QUAGLINO

COUNTY ROOF SERVICE

Since 1922

1250 FLETCHER ST.
Service at Any S. P. Milling Co. Office

THE HOUSE OF

Zegar's

FINE FURNITURE

Everything for the Home

RUGS & CARPETS

- MOHAWK
- FIRTH
- KARAGHEUSIAN

SAN LUIS OBISPO
85
840 MONTEREY

Roofers–(Cont'd)

Fields F E Kings Av.....Morro Bay 3901
KYLE CO 1609 Osos.....Sn Luis Obspo 546
(See Advertisement Preceding Page)
Williams & Wright Roofing Service
767 Christian Av.....Sn Luis Obspo 2571-J
Wright & Williams Roofing Service
1427 Beach.....Sn Luis Obspo 1416

Roofing Materials

BUILDERS MARKET 1115-13th.....Pso Robls-277
FARMER'S HARDWARE & EQUIP CO
581 Higuera.....Sn Luis Obspo 852
HAGLE-DeCOU LUMBER CO
SHighway.Atascadero-43
HAYWARD HOMER T LUMBER CO
12th&Riverside.Pso Robls-73
Pac Coast Lumber Co Of Calif
410 Branch.....Aroyo Grnde-33
PAC COAST LUMBER CO OF CALIF
271Higuera.Sn Luis Obspo-1420

Rooming Houses

Blair Russell H 296 Snta Rosa...Sn Luis Obspo 2981
Hudson George S 1429 Osos.....Sn Luis Obspo-1959
Kuehl Jeanne 1732 Spring.....Pso Robls-597
Seaside Rooms 284 Ocean Vw Av....Pismo Bch 10-W
Shackelford Apts
Double Rooms-Weekly Rates
815 Spring.....Pso Robls 1116

Rubbish Hauling

SAN LUIS GARBAGE CO
1827 Broad.....Sn Luis Obspo 1672
If no answer call.....Sn Luis Obspo 1680

Rug & Carpet Cleaners

San Luis Sterilization&Mattress Co
See Our Adv Under Mattresses
Buchon & High.....Sn Luis Obspo-405

Rugs & Carpets–Retail

McMAHAN FURNITURE CO
855 Marsh.....Sn Luis Obspo 1573
WALKER'S HOME SUPPLY
Bridge & Branch.....Aroyo Grnde 122
WESTS HOUSE OF CHARM

FLOOR COVERINGS
YARDAGE - RUGS - LINOLEUM
DRAPERIES
1226 Osos.....Sn Luis Obspo 2092-J

WHITAKER'S FURNITURE
766Higuera.Sn Luis Obspo-1006
YOURS & MY FURNITURE STORE
1127 Broad.....Sn Luis Obspo-942
ZEGAR FURNITURE STORE
840 Monterey.....Sn Luis Obspo 85
(See Advertisement This Page)

Safes–Dealers

Johnson Geo W Wall & Floor Safe Co
1000 E 12th Oakland
(Toll) Call "Operator" for.....Highgate 6282

Safes–Opening & Repairing

STRADER C R 1131 Garden...Sn Luis Obspo-984-W

The oldest of all the telephone industry's traditions is service.

Salvage & Surplus Merchandise

Beno's Army & Navy Store
See Our Ad Under Army & Navy Goods
1019 Morro.....Sn Luis Obspo 620

Sand & Gravel

Johansen E Sn Vincente Rd.....Atascadero 225-R
Roselip Walter B 615 Grand.....Sn Luis Obspo-785
If no answer call.....Sn Luis Obspo-211-W
WEBSTER JACK
Washed River Run Gravel
Grand.....Aroyo Grnde 240-F-13

Sandwich Shops–See Restaurants

Sanitariums

CALDWELL NURSING HOME
Regstr'd Nurse All Times Chronic Cases
321-12th.....Pso Robls 1170
San Luis Obispo County Tuberculosis Sanitarium
Johnson Av Sn Luis Obspo-1818
SCOTT'S FAIR OAKS CONVALESCENT HOME
Chronic Cases-Home For Aged-Modern Quiet
Fair Oaks.....Aroyo Grnde-228-F-22

Sash–See Millwork

Scavengers–See Garbage Collection

Schools

The following types of instruction, primarily avocational in character, will be found listed under their own headings, alphabetized in accordance with the qualifying word: Aircraft Schools; Dancing Academies; Music Instruction Hdgs; Etc

Amerivet Memorial Institute
Admin Ofc Central Mall.....Atascadero-180
Hall Of Applied Science N Mall....Atascadero-79
Arroyo Grande Public School
Valley.Aroyo Grnde-213-W
Arroyo Grande Union High School
Branch.Aroyo Grande-260
Atascadero Elementary School.....Atascadero-10
Atascadero Union High School.....Atascadero-61
Agriculture Dept Agriculture Bldg..Atascadero 370
Avila School Avila.....Sn Luis Obspo 2-R-11
California Polytechnic The
Poly Campus.Sn Luis Obspo-2151
Chase Hall.....Sn Luis Obspo-1594
Dining Hall No 1 PolyCampus.Sn Luis Obspo-2061-J
Dining Hall No 2 Poly Campus..Sn Luis Obspo-2625
Dormitory B.....Sn Luis Obspo-1970
Dormitory E.....Sn Luis Obspo-2945
Heron Hall.....Sn Luis Obspo-2975
Jesperson Hall.....Sn Luis Obspo-2490
Mariner Hall Poly Campus....Sn Luis Obspo 2773
Poultry Plant—PolyCampus...Sn Luis Obspo-2530
Power Plant—PolyCampus....Sn Luis Obspo-2308
Cambria Union Grammar School.....Cambria-70
Cayucos Grammar School.....Cayucos-24
Coast Union High School.....Cambria-1
East Santa Fe School Snta Fe Rd.Sn Luis Obspo-3-R-4
Huasna School.....Aroyo Grnde-225-F-21
Los Osos School Osos Rd.....Sn Luis Obspo-1-F-13
Mission School 682 Palm.....Sn Luis Obspo-60
Morro Bay Grammar School North C..Morro Bay-2411
Nipomo School Price.....Nipomo 2292
Paso Robles City Schools
Elementary School Cafeteria 17th...Pso Robls-6-M
Intermediate School Vine.....Pso Robls-25
Primary School 17th&Vine.....Pso Robls-915
2d Grade Christian Church Hall..Pso Robls 369-W
Union High School Spring.....Pso Robls-90
Agriculture Dept 24th.....Pso Robls-226
Wood Shop Dept Spring.....Pso Robls-673-W
Pismo Beach Grammar School.....Pismo Bch-151
San Luis Obispo City Schools
Emerson School Nipomo.....Sn Luis Obspo 805
Fremont School Peach.....Sn Luis Obspo-1236
Hawthorne School Story.....Sn Luis Obspo-2071
Jr High School Marsh.....Sn Luis Obspo-2070
Kindergarten School Buchon.Sn Luis Obspo-1589-J
Senior High & Junior College
Marsh.Sn Luis Obspo-663
Santa Margarita Grammar School.....S Margrita-8
Shandon Elementary School
Shandon.....Pso Robls 31-F-22
Shandon High School Shandon....Pso Robls-31-F-21
Sunnyside School Osos Rd.....Sn Luis Obspo-20-F-21
Templeton Grammar School.....Templtn-16-W
Templeton Union High School.....Templtn-16-J

Schools–(Cont'd)

Second Hand Furniture

See Furniture Dealers–Used

Seeds & Bulbs–Retail

Becker H D California Blvd.....Sn Luis Obspo 587
Loomis E C & Son 147 High.....Sn Luis Obspo-1080
SAN LUIS FEED CO 305 Higuera..Sn Luis Obspo-655
If no answer call.....Sn Luis Obspo-1080
San Luis Nursery Pismo Hwy...Sn Luis Obspo-320-W

Seeds–Whsle

Waller-Franklin Seed Co
Flower Seed Producers
.....Aroyo Grnde-222-F-5

Memory plays tricks. If in doubt about a telephone number, please look it up in the Directory.

When Looking for a Dealer in your Neighborhood

Time and effort may be saved if the article or service you want to buy can be found in your neighborhood. You'll find the location of your neighborhood dealer when you

LOOK IN THE
Classified
TELEPHONE SECTION
The Yellow Pages Tell You Where

CHRIS KURFESS

SEPTIC TANK SPECIALIST

WE EMPTY, CLEAN, REPAIR, AND INSTALL TANKS

PHONE Cambria 72-J

PHONE Cambria 72-J

WE USE THE NOVA PUMPING SYSTEM - SEALED FROM THE SEPTIC TANK TO THE TANK ON OUR TRUCK NO ODORS - NO SLOP

There is No Other Equipment to Compare With Ours on Wheels

When you send for us, look for the big red trucks. You'll see our California Contractors' License number on our truck—this protects you from any liability.

We have the Latest Power Driven Flexible Rodding Machines for Removing Roots from Storm Drains and Leaching Fields Without Digging Up Lines

ESTIMATES GIVEN - INSPECTION SERVICE GUARANTEED WORKMANSHIP

BOX 72 CAMBRIA

SEPTIC TANKS AND CESSPOOLS PUMPED AND CLEANED

—NO ODOR—
MODERN EQUIPMENT

For Prompt Service Phone

SAN LUIS OBISPO **1124**

SAN LUIS SANITATION SERVICE

JOHNNY HOLMES
DAVID L. CANET
Owners

1130 Leff San Luis Obispo

OUT of the DISCARD

A few minor repairs on that discarded article will restore its life of usefulness and convenience. You'll find the man who can help you listed in the

Classified TELEPHONE SECTION

Septic Tanks

Kurfess C A Highway.....Cambria 72-J
(See Advertisement Opposite Page)

San Luis Sanitation Service
1130 Leff.....Sn Luis Obspo 1124
(See Advertisement Opposite Page)

Servel Gas Refrigerators

Look on "R" pages under "Refrigerators–Domestic"

Service Station Builders

INDEPENDENT IRON WORKS INC
780 Pine Oakland
(Toll) Call "Operator" for.....Templebar 0160

Service Station Equipment–Servicing

Brown H A
Sales & Service
1916 Johnson Av.....Sn Luis Obspo-1232

Service Stations

Agueda's Shell Service Station
101 Hwy. Aroyo Grnde-92-W
Al's Brake Service 1175 Monterey.Sn Luis Obspo-2234
Associated Oil Serv Stn
Marsh&Higuera.Sn Luis Obspo-1972
Associated Oil Serv Stn
Marsh & Osos.....Sn Luis Obspo 1914
Associated Service Station
11th&Spring.Pso Robls-172
BENNETT HAROLD E 1446 Spring...Pso Robls 176
BIRK'S & FOX CHEVRON GAS STATION
1502 Spring.....Pso Robls 615
Bob's Chevron Service 806 Spring.....Pso Robls 539

(Continued Next Page)

MADDALENA TIRE CO.

CHARLES & NOEL

"At Your Service"

- BRAKE SERVICE
- WHEEL BALANCING
- LUBRICATION
- GEN. PETROLEUM
- RECAPPING

Tires!
We've Got 'Em

FISK & MOBIL
HIGUERA & OSOS

SAN LUIS OBISPO 79

NORWALK SERVICE STATION

WILLS & SCHLICHT, *Owners*
24-HOUR SERVICE
TRUCK SPECIALISTS

1088 Higuera

San Luis Obispo 1913

TIRES SALES & SERVICE
QUICK CHARGE BATTERY SERVICE
LUBRICATION - WASHING & POLISHING

COLEMAN'S

RICHFIELD SERVICE STATION

Goodyear Tires
Goodyear Tubes
Batteries
Lubrications
Auto Repairing
Accessories

Phone San Luis Obispo **584**

316 Higuera St.

24-Hour Service

LUBRICATION
GOODYEAR TIRES & TUBES
REPAIRING & RECAPPING

San Luis Obispo **1030**

KEN'S SHELL STATION
1095 MONTEREY

GALLOWAY TRUCK SERVICE

SEASIDE DIESEL FUEL
OILS & GREASES
BRUNSWICK TIRE DISTRIBUTOR
TRUCK & HEAVY EQUIPMENT
TOWING
24-HOUR SERVICE
PISMO HWY.
San Luis Obispo **1396**

Service Stations—(Cont'd)

Bradner Don Service Station
Price & Pomeroy.....Pismo Bch-199
Breuklander & Son Serv Stn
Price & Dolliver.....Pismo Bch 323
Brisco Service Station
Gen Repairs-Lubrication-Tires-Batteries
147 Bridge.....Aroyo Grnde-45-W
Broerman & McComb Service Station
1108 Monterey.....Sn Luis Obspo 1497
Brown G W 16th&Spring.....Pso Robls-83

BROWN GORDON C
NORWALK & TEXACO PRODUCTS
TIRES - SALES & SERVICE
Automobile Repairing - Motor Tune-Up
Quick Charge Battery Service
Roosevelt Hwy.....Morro Bay 2872

BUSHONG'S TEXACO STATION
Snta Rosa & Marsh.....Sn Luis Obspo 1887
Cambria Pines Service Station
Highway.....Cambria 72-M
Camel Oil Co S Highway.....Atascadero-236-J
Carlos' Mobile Station
Foothill & Morro Rd.....Sn Luis Obspo 2957
Caskey E W Main&Lee.....Cambria-25
Cayucos Standard Station.....Cayucos-27
Coleman's Richfield Service Station
316 Higuera.....Sn Luis Obspo-584
(See Advertisement Preceding Page)
Crum's Seaside Service Highway.....Templtn 18-W

EMIL'S CHEVRON STATION
Palm & Morro.....Sn Luis Obspo 918-J
Evans W R.....Cambria 85

FULLER LOWELL D
1200 Monterey.....Sn Luis Obspo-2942

GAINES SEASIDE SERVICE STATION
5th.....Morro Bay 2826
Galloway Truck Service
Pismo Hwy.....Sn Luis Obspo-1396
(See Advertisement Preceding Page)

GATLIN SHELL SERVICE STATION
Oceano.....Aroyo Grnde 230-F-22
General Peroleum Corp
Service Stations
Carmel & Higuera
Fredrick A Miller
505 Higuera.....Sn Luis Obspo 823
General Petroleum Corp Of Calif Service Station
1099 Marsh.....Sn Luis Obspo-2778

GENERAL PETROLEUM SERVICE STATION
1339 Spring. Pso Robls-123

GEORGE'S STATION
GAS - OIL - DIESEL FUEL
ACCESSORIES
AUTO AND TRUCK
REPAIRING
S Hwy.....Sn Luis Obspo 2398

GOULD SERVICE STATION
Bill Gould, Prop.
RICHFIELD SUPER SERVICE
EXPERT LUBRICATION
COMPLETE AUTOMOTIVE REPAIRING
TIRES AND BATTERIES
AUTO ACCESSORIES & PARTS
5th & G.....Morro Bay 2946

Gould Service Station 5th & C.....Morro Bay 2946

GREEN'S TEXACO SERVICE STATION
Highway.....S Margrita 18-W

HAMPTON'S AUTO COURT
Union Oil Products
.....Cambria-11-J

HOVE'S TEXACO SERVICE Highway....Templtn-24
Howard's Seaside Service
7th & Spring.....Pso Robls 148-J
Hughes Ben General Petroleum Service Station
600 Marsh.....Sn Luis Obspo 1963
Hunter's Service Roosevelt Hwy.....Cycos 47-W
Keffury Abe Service Station Highway...S Margrita 29

KEN'S SHELL STATION
1095 Monterey.....Sn Luis Obspo-1030
(See Advertisement Preceding Page)

KUSTEL & SILVEIRA SERVICE STATION
Shell Products
Marsh & Osos.....Sn Luis Obspo 1073
Lambert's Fair Oaks Service Station
Halcyon & Grand.....Aroyo Grnde 141-F-4
Lucky Service Center 406 Higuera. Sn Luis Obspo-1908
Maddalena Tire Co Higuera & Osos..Sn Luis Obspo 79
(See Advertisement Preceding Page)
McKennon H H 5th&Main.....Morro Bay-3531
Michael's Service Station & Restaurant
S Highway.....Atascadero 493
Murphree Gurley A Douglas Serv
1501 Spring.....Pso Robls 467

NELSON & O'HAGAN
641 Higuera.....Sn Luis Obspo 1203-J

NETTO PETE TEXACO SERVICE
101 Highway Service Station
Pete Netto
Price & Bello.....Pismo Bch 58
Norwalk Service Station Hwy.....Atascadero-179

NORWALK SERVICE STATION
944 Spring.....Pso Robls 425
Norwalk Service Station
1088 Higuera.....Sn Luis Obspo-1913
(See Advertisement Preceding Page)

PAUL'S AUTOMOTIVE SERVICE
MOBIL OIL PRODUCTS
COMPLETE LUBRICATIONS
TIRES - SALES & SERVICE
GENERAL PETROLEUM BATTERIES
MOTOR TUNE-UP
99 Traffic Way.....Aroyo Grnde-105

Phillips K L & Sons 835 Price.....Pismo Bch-21

RANSOME TRUCK SERVICE
TRUCK LUBRICATION
DIESEL OILS and FUELS
TRUCK REPAIRS
Sleeping Quarters - Showers
OPEN 24 HOURS A DAY
101 Hwy.....Sn Luis Obspo-2343

Richfield Garage 635 Price.....Pismo Bch 162

RICHFIELD SERVICE STATION
635 Price.....Pismo Bch 162

RICHFIELD SERVICE STATION NO 759
Highway. Atascadero-119-W
Rooker's Chevron Service Station
155 Traffic.....Aroyo Grnde 113
Rountree Oil Distributing Co
100 Traffic Wy.....Aroyo Grnde-54-J
S & W Service Vachell Ln.....Sn Luis Obspo-1506
San Luis Service Station & Garage
1044 Monterey. Sn Luis Obspo-100
Seaside Service 14th & Spring.....Pso Robls 38
Seaside Service Station Price & Main..Pismo Bch-344
Shaffer's Richfield Service Station
139 Traffic Wy. Aroyo Grnde-60-W
(Continued Next Page)

Make the Classified Telephone Directory your buying guide—it can save you time and effort.

Service Stations—(Cont'd)

Shell Serv Sta S Hwy.....Atascadero-305
Shell Service Station 1145 Spring.....Pso Robls-479
Shell Service Station 16th&Spring.....Pso Robls-83
Shell Service Station 259 Price.....Pismo Bch-202
Shell Service Station
Lowell D Fuller
1200 Monterey.....Sn Luis Obspo 2942
Signal Oil Co 903 Spring.....Pso Robls-302

SIGNAL OIL CO 1446 Spring.....Pso Robls-176

Smith T E Service Station 101 Hwy....Nipomo 2341
Smitty's Service Station
Roosevelt Hwy.....Morro Bay 2877

STANDARD MOTOR SERVICE
990 Higuera.....Sn Luis Obspo 22
Standard Service Station 155 Traffic. Aroyo Grnde-113
Standard Station No 150 AD
Marsh&Higuera. Sn Luis Obspo-1707
Standard Stations Inc
No 280 12th & Spring.....Pso Robls 507
No 343 1066 Monterey.....Sn Luis Obspo-731
No 750 1745 Spring.....Pso Robls 589
No 3280 1565 Monterey.....Sn Luis Obspo-1004
Standard Stations Inc No 596
State Hwy. Atascadero-102
Star Garage Highway.....S Margrita-3
Stowe Independent Oil Co 6th&Spring..Pso Robls-758
Tasco Service Station S Highway.....Atascadero-99
Texaco Service 10th&Spring.....Pso Robls-391
Texaco Service Station Highway.....Atascadero-105
Texaco Service Station 1405 Spring...Pso Robls-910

THOMPSON FRANK W 101Hwy.....Templtn-14-W

Union Oil Co of Calif
Service Sta No 347 10th & Spring. Pso Robls 1531

UNION OIL STATION
High & Higuera.....Sn Luis Obspo 1961
Union Oil Station 1101 Monterey..Sn Luis Obspo-1936

The oldest of all the telephone industry's traditions is service.

Union Station 1308 Monterey.....Sn Luis Obspo-968

UPTON'S SERVICE STATION
NORWALK & TEXACO PRODUCTS
EXPERT LUBRICATION
TIRE SERVICE - BATTERIES RETAIL
Automobile Accessories
1919 Broad.....Sn Luis Obspo-132

VIC'S TEXACO SERVICE
311 Higuera.....Sn Luis Obspo 1736
Wilshire Service Station Hwy.....Atascadero-375
Zellner & Bowden
Seaside Gasoline & Oils
711 Marsh.....Sn Luis Obspo-1957

Sewing Contractors

Nente Vera 13th.....Pso Robls 686-W

Sewing Machines—Domestic

HAMILTON J E 718 Higuera.....Sn Luis Obspo-49

NEW HOME SEWING MACHINES—
HOUSE OF APPLIANCES ELEC SALES & SERVICE 1226 Park.....Pso Robls 1304

SINGER KNIT & ART SHOP
718 Higuera.....Sn Luis Obspo 49
(See Advertisement This Page)

Books, ash trays, ornaments can keep your telephone "off the hook." In that case it's "busy" to anyone who calls. Please keep objects from under your telephone.

SEWING MACHINES

Authorized Parts & Supplies

★ SINGER
★ WHITE
★ DOMESTIC
★ NEW HOME

....RENTALS
...REPAIRS - *All Makes*

(Free Estimate)

San Luis Obispo 49

SINGER KNIT & ART SHOP

J. E. HAMILTON, *Mgr.* 718 HIGUERA ST.

DRAINS · SKYLIGHTS · GUTTERS
KITCHEN HOODS · SINKS
FURNACES · VENTILATORS
HOT WATER HEATERS

PHONE
PASO ROBLES
130-W

F. L. CRAIG
SHEET METAL & PLUMBING
Emergency Call 586-R
1224 PINE

McBRIDE
Sheet Metal Works
FURNACES - VENTILATORS
DRAINS - GUTTERS - SKYLIGHTS
SINKS AND HOODS
PLUMBING & REPAIRING
HOT WATER HEATERS
FLOOR FURNACES
Phone Sn Luis Obispo 337
1023 Nipomo Sn Luis Obispo

IF IT'S SHEET METAL WORK
PHONE
PASO ROBLES
153
WE CAN DO IT
COOPERATIVE FARMERS SHEET METAL SHOP
1315 PINE

Sewing Machines–Renting

Singer Knit & Art Shop 718 Higuera.Sn Luis Obspo 49

Sewing Machines–Repairing

SINGER KNIT & ART SHOP
718 Higuera.....Sn Luis Obspo 49
Smith E Taylor 1035 Murray....Sn Luis Obspo-235

Sheet Metal Work

COOPERATIVE FARMERS SHEET METAL SHOP
1315 Pine.....Pso Robls-153
(See Advertisement This Page)
Craig F L Sheet Metal & Plumbing
1224 Pine.....Pso Robls 130-W
(See Advertisement This Page)
McBride Sheet Metal Works
1023 Nipomo.....Sn Luis Obspo-337
(See Advertisement This Page)
SMEE'S PLUMBING & HEATING SHOP
1302 Osos.Sn Luis Obspo-766
VALLEY SHEET METAL SHOP
GENERAL SHEET METAL WORK
Skylights - Gutters
Restaurant Equipment
Tanks & Well Casings
.....Aroyo Grnde 240-F-11

Shell Heating Oils

Look on "O" pages under "Oils–Fuel & Heating"

Shingling–See Roofers

Ship Chandlers

Horton R C Boats N Stuff
Boats "N" Stuff
355-6th.....Morro Bay 4461

Shoe Repairing

Dan's Shoe Shop 141 Bridge.....Aroyo Grnde 11-W
Dan's Shoe Shop Highway.....Atascadero 280-M
STROM'S SHOE SHOP 255-5th....Morro Bay 2501

Shoes–Athletic

See Sporting Goods Headings

Shoes–Retail

CHITWOOD BOOTERY
Shoes For Everyone
Paradise Shoes For Women
860 Higuera.....Sn Luis Obspo-1832
Karl's Shoe Store
Shoes For Everyone-Service Men&Women
725-12th.....Pso Robls-478
Karl's Shoe Store 786Higuera..Sn Luis Obspo-881-M
NUNN-BUSH SHOES FOR MEN—
CHITWOOD BOOTERY
860 Higuera.Sn Luis Obspo-1832
O'Sullivan J J Co 741 Higuera...Sn Luis Obspo-863-J
REEVE'S SHOES
Shoes For The Entire Family
760 Higuera.....Sn Luis Obspo-2470
RENETZKY'S SHOE STORE
Rice-O'Neill-Tweedies-Pied Piper
845 Higuera.....Sn Luis Obspo 257
Squire's Men's Wear 745-12th.....Pso Robls 151-W
WICKENDEN'S
Florsheim And Freeman Shoes
837 Monterey.....Sn Luis Obspo-1511

Show Card Writing

GREEN JOE NEON PRODUCTS
750 Mill.....Sn Luis Obspo 2511-J
Olson Harold 1322 Spring.....Pso Robls 339-M
Woods Sign Service 678 Marsh...Sn Luis Obspo 2716

Sign Hangers

GREEN JOE NEON PRODUCTS
750 Mill.....Sn Luis Obspo 2511-J

Sign Painters

GREEN JOE NEON PRODUCTS
750 Mill.....Sn Luis Obspo 2511-J

The oldest of all the telephone industry's traditions is service.

Signs

CLINE'S ELECTRIC SHOP
Neon Sign Service
962Monterey.....Sn Luis Obspo-13
COAST NEON CO 1221 Riverside...Pso Robls 616-J
(See Advertisement Following Page)
FREEMAN SIGN SERVICE
448 Higuera.Sn Luis Obspo-335
(See Advertisement Following Page)
GREEN JOE NEON PRODUCTS
750 Mill.....Sn Luis Obspo 2511-J
(See Advertisement This Page)
(Continued Next Page)

Hear many of the world's outstanding musical artists on the Telephone Hour—N.B.C., Monday nights.

JOE GREEN
NEON & COMMERCIAL
PHONE
SAN LUIS OBISPO
2511-J
SIGNS
COMPLETE SIGN AND ELECTRICAL SERVICE
COLD CATHODE FLUORESCENT LIGHTING
750 MILL STREET · SAN LUIS OBISPO

It Pays
To Answer Telephone Calls
PROMPTLY
Prompt answering of a telephone's ring is thoughtful, courteous—and good business.

SHOP IN THE YELLOW PAGES
Whenever you want information about an article, a service or a certain business
LOOK IN THE
Classified
TELEPHONE SECTION

Signs–(Cont'd)

HALL SIGN & ADVERTISING SERVICE
NEON SPECIALTIES
HIGHWAY BILLBOARDS
ADVERTISING CALENDARS
AND NOVELTIES
NEON ELECTRIC CLOCKS
1348 Monterey.....Sn Luis Obspo 2583

Reasonable use, prompt answering, thoughtfulness of others, are helpful to all party line users. Telephone neighbors appreciate such teamwork.

WOODS SIGN SERVICE
COMPLETE SIGN SERVICE
SHO-CARDS - POSTERS
TRUCK & WINDOW
LETTERING
678 Marsh.....Sn Luis Obspo-2716

Signs–Maintenance Service

GREEN JOE NEON PRODUCTS
750 Mill.....Sn Luis Obspo 2511-J

You can find out "Where To Buy It" by looking in the Yellow Pages.

NEON SIGNS

INTERIOR LIGHTING - COLD CATHODE
Commercial *and* Industrial
MARQUEE - STORE FRONT - BUILDING OUTLINE - WINDOW DISPLAYS
COMPLETE MANUFACTURING - ERECTION - MAINTENANCE SERVICE
Telephone Paso Robles 616-J
If no answer Toll Call "Operator"
San Luis Obispo 554-W
1221 Riverside — Paso Robles, Calif.
Coast Neon Company
SANTA MARIA - SAN LUIS OBISPO - PASO ROBLES - MONTEREY
C. MOERMAN, *Prop.*

FREEMAN
SIGN SERVICE
Established 1924
PAINTED HIGHWAY DISPLAYS
GOLD LEAF LETTERING
CUT-OUT LETTERS
TRUCK LETTERING
448 Higuera — San Luis Obispo 335
"Pioneers in Painted Publicity"

&
Incidentally
Prompt answering of a telephone's ring is thoughtful, courteous—and good business.
THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY

Silk Screen Processing

GREEN JOE NEON PRODUCTS
750 Mill.....Sn Luis Obspo 2511-J
Woods Sign Service 678 Marsh...Sn Luis Obspo 2716

Skates–See Sporting Goods Headings

Slaughter Houses
See Meat–Whsle; also Stock Yards

Slip Covers
Mac's Shop 781 Marsh.....Sn Luis Obspo 1448-W

Soft Drinks–See Beverages–Non Alcoholic

Sound Systems & Equipment
Pittsburg Radio & Sound Co 153 E 3d Pittsburg
(Toll) Call "Operator" for.....Pittsburg 1046-J

Sporting Goods–Retail

BELLO AUTO & HOME SUPPLY
Spalding & Many Other Lines
886 Monterey.....Sn Luis Obspo 12
BRISCO HARDWARE 857 Monterey.Sn Luis Obspo 41
Dickie's Hardware & Plumbing Shop.....Cambria-36
FARMER'S HARDWARE & EQUIP CO
581 Higuera.....Sn Luis Obspo 852
Hill J C 1037 Chorro.....Sn Luis Obspo-466
LUNDGREN ERIC 1326 Park.....Pso Robls-470
Phillips K L & Sons 835 Price.....Pismo Bch 21
(See Advertisement This Page)
SMITH C S
Complete Line Of Sporting Goods
1225Park.....Pso Robls-40-W
Sportsman's Store 660 Higuera...Sn Luis Obspo 2520
(See Advertisement This Page)
STRADER C R 1131 Garden...Sn Luis Obspo 984-W
WEBB E
Johnson Outboard Motors Sales & Service
Webb's Fishing Tackle
225-5th.....Morro Bay 4136

Sportswear–Retail
Chambers Dress Shop 1214 Park.....Pso Robls 74
Lacterman's 728 Higuera.....Sn Luis Obspo-1285
Squire's Men's Wear 745-12th.....Pso Robls 151-W

Spraying–See Painting Contractors

Sprays–See Insecticides

Sprinklers–Lawn & Irrigation
Huston Plumbing Supply 1338 Railroad.Pso Robls 361

Stage Lines–See Bus Lines

Stamped Goods
Singer Knit & Art Shop 718 Higuera.Sn Luis Obspo 49

State Government Offices
See Alphabetical Directory Under "Calif State of"

Stationers–Retail
Arroyo Drug Co 130 Branch.....Aroyo Grnde-46
Dubin's 995 Higuera.....Sn Luis Obspo 676

HILLS STATIONERY
OFFICE SUPPLIES
Business Forms - Loose Leaf & Bound Books
STATIONERY
Boxed Stationery - Portfolios
GREETING CARDS
Largest Selection in Town
1127 Chorro.....Sn Luis Obspo-1403

Steam Cleaning
See also Automobile Washing & Polishing

ASHTON & WAER
1139-13th.....Pso Robls 666
FARMER'S HARDWARE & EQUIP CO
581 Higuera.....Sn Luis Obspo 852
SIGNAL OIL CO 903 Spring.....Pso Robls 302

Steel Fabricators

INDEPENDENT IRON WORKS INC
780 Pine Oakland
(Toll) Call "Operator" for.....Templebar 0160

Steel Homes & Buildings

LIVINGSTON E C CO
13th & Railroad.....Pso Robls 22

Steel Products

INDEPENDENT IRON WORKS INC
780 Pine Oakland
(Toll) Call "Operator" for.....Templebar 0160

Stencils & Stencil Supplies

MIMEOGRAPH BRAND PRODUCTS—
PACIFIC COAST PUBLISHING CO
A B Dick Exclusive Tri-County Distributor
1022 State SantaBarbara
(Toll) Call "Operator" for.Snta Barbara-3159

Stenographers–Public

SMITH WM T 1151 Murray.....Sn Luis Obspo 505

There are 6,156 telephone companies serving the United States.

SPORTSMAN'S STORE
BILL BENNO, *Owner*
Shotguns
Rifles
Revolvers
Telescope Sights & Mounts

Ammunition
GUNSMITH - FISHING TACKLES
MARTIN OUTBOARD MOTORS
SAN LUIS OBISPO 2520
660 HIGUERA STREET

SPORTING GOODS
Sportman's Headquarters

Complete Line of
HUNTING & FISHING GOODS
GUNS - AMMUNITION
FISHING TACKLE
Hunting & Fishing Licenses Issued
K. L. PHILLIPS & SONS
835 Price — Pismo Beach 21

TAILORING - ALTERATIONS
PRESSING
CLEANING SERVICE
for
MEN, WOMEN and SERVICEMEN
DICY'S TAILOR SHOP
1322 PARK STREET
Phone PASO ROBLES 1084
Hours - 9 A.M. to 7 P.M. Saturdays Until 8 P.M.

Custom Made
CLOTHES
FOR MEN

Only the Finest Imported and Domestic Woolens

Complete Stock of Men's Furnishings

MISSION TAILORING SERVICE
TELEPHONE
SAN LUIS OBISPO 496
863 MONTEREY ST.
DAVID A. GRIFFIS, *Master Tailor*

REPAIR SERVICE
When one of the many household articles gets out of order, you will find a repair service quickly and easily when you
LOOK IN THE
Classified
TELEPHONE SECTION

Sterilizing Service
San Luis Sterilization & Mattress Co
See Our Adv Under Mattresses
Buchon & High.....Sn Luis Obspo-405

Stock Yards
Bryan Meat Co Slaughter House.....Pso Robls-366

Storage–Cold
See Cold Storage Warehouses

Storage–Household
See Moving & Storage Service

Stoves & Ranges
See Ranges & Stoves Headings

Stromberg-Carlson Radio
Look on "R" pages under "Radio Dealers"

Studebaker Sales And Service
Look on "A" pages under
"Automobile Dealers–New Cars"

Suit Cases–See Luggage Headings

Tailors–Ladies'
Dicy's Tailor Shop 1322 Park.....Pso Robls-1084
Mac's Shop 780 Pacific.....Sn Luis Obspo 2299-W

Tailors–Men's
Dicy's Tailor Shop 1322 Park.....Pso Robls-1084
(See Advertisement This Page)
Mission Tailoring Service
863Monterey.Sn Luis Obspo-496
(See Advertisement This Page)
Nernof Tailoring Co 1027 Chorro..Sn Luis Obspo-103

FOUR THOUGHTFUL ITEMS
OF TELEPHONE PROCEDURE—

1. Please answer promptly.
2. Please be on the line when the party you want answers.
3. Please speak distinctly and without hurrying, with the lips close to the mouthpiece.
4. Please replace the receiver gently when through talking.

When you call somebody by telephone

PLEASE DON'T "HANG UP" TOO SOON

"Play Ball" with him by giving him time to answer.

Tallow
San Luis Tallow Works
Clark Field.Sn Luis Obspo-2646-W
(See Advertisement This Page)

Tamales–Retail
Hill's Homemade Tamales
355Marsh.Sn Luis Obspo-2260-W

Tamales–Whsle & Mfrs
Garcia's Homemade Tamales
Coromar Av.....Atascadero 113-M

Tanks
Cole Walter R & Co
Steel-Butane & Pressure Tanks
5th & Adeline Oakland
(Toll) Call "Operator" for.....Higate 0831
INDEPENDENT IRON WORKS INC
780 Pine Oakland
(Toll) Call "Operator" for.....Tempelbar 0160

Would you like to get your share of business from customers in your neighborhood? Then why not advertise in the Classified Telephone Directory? You can call the business office of the telephone company and ask for the Directory Advertising Representative. He can help you plan an effective message.

Tax Consultants
AUDIT SERVICE CO
L. B. MURRILL - BESSIE MURRILL
AUDITOR & ACCOUNTANT
INCOME TAX COUNSELOR
BOOKKEEPING SERVICE
NOTARY PUBLIC
974 Monterey.....Sn Luis Obispo-2958-J
1323 Spring.....Pso Robls-309-J

BOYCE J EARLE Bank of America Bldg. Sn Luis Obspo-886
Derby Mabel Miss 623-2d.....Pso Robls-1164-W
HALL WILLIAM O 779 Marsh...Sn Luis Obspo 2114
VAN HORN OTTO B 612-12th.....Pso Robls 1414

Taxicabs
Bewley's Cab Co 403 Cypress.....Pismo Bch-67
Brownie's Taxi N Highway.....Atascadero 292
DEL MAR TAXI Morro Del Mar.....Morro Bay 2953
DELUXE CABS 1029 Morro.....Sn Luis Obspo 40
(See Advertisement Page 116)
EDDIE'S TAXI 1245 Spring.....Pso Robls-780
(See Advertisement Following Page)

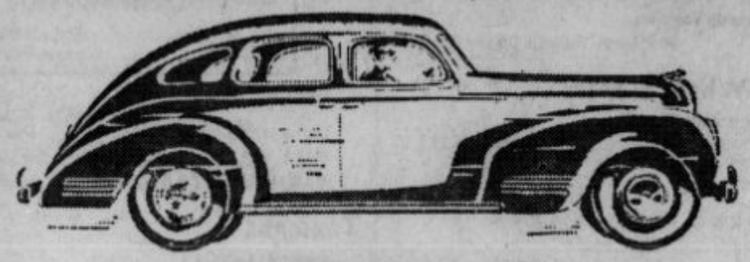
(Continued on Pages 114, 115, 116 and 117)

More and more, business men are finding that it pays in good will to place and receive their telephone calls with as little time-lag for the other fellow as possible. They place their own calls or stay close to the telephone when they tell someone else to do it.

DEAD STOCK
REMOVED

Phone Us Long Distance Collect
Phone SAN LUIS OBISPO **2646-W** WE PAY ALL CHARGES
TOP PRICES PAID FOR HIDES & CALF SKINS
OFFICE: 205 HIGH ST. **PLANT: CLARK FIELD**
HIDES—TALLOW
WE SOLICIT RESTAURANT & BUTCHER TRADE
SAN LUIS TALLOW WORKS

EDDIE'S TAXI



PASO ROBLES 780

Careful Courteous Drivers—Passengers Insured

24-Hour Service—Heated Waiting Room—1245 Spring Street

Free Telephones Located at
GREYHOUND BUS DEPOT

White Spot Cafe—Spring St. **R. W. B. Auto Court—32nd & Spring St.**
Pip Drive-In—14th & Park St. **Safeway Lot—14th & Park**

TAXI

PHONE SAN LUIS OBISPO 2

24-HOUR SERVICE

- **WE MEET ALL STAGES.**
- **DEPENDABLE CAREFUL DRIVERS.**
- **COURTEOUS SERVICE.**
- **PASSENGERS FULLY INSURED.**

MISSION TAXI CO.

987 Monterey St.

OWNED & OPERATED BY DRIVERS
100% UNION

STEVE'S
YELLOW CABS

STEVE ZEGAR, Prop.

Day or Night Phone SAN LUIS OBISPO

10-J
OR
100

Sedan Service

REASONABLE RATES
•
Passengers Insured
•
CADILLAC CARS
•

We Are the Only Cab Co. in Town That Meets All Trains

RELIABLE COURTEOUS DRIVERS

1016 MORRO ST., At Anderson Hotel, SAN LUIS OBISPO

When In A Hurry To Go Near or Far
Call The Two-Way Radio Car

INSTANT 24-HOUR SERVICE

OWL RADIO TAXI

Phone SAN LUIS OBISPO

300
OR
445-J

Courteous Safe Drivers

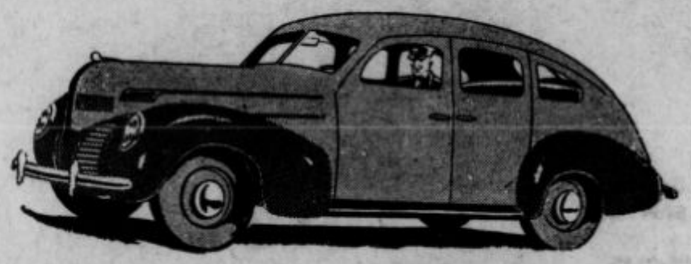
974. MONTEREY

SAN LUIS OBISPO

(SPECIAL RATES ON OUT OF TOWN TRIPS)

GRAY CAB CO.

(Always the Latest Model Cabs)



SAN LUIS OBISPO 845

24-Hour Service

★ SAFE ★ INSURED ★ COURTEOUS

960 Higuera at Morro — San Luis Obispo

TAXI!

PHONE
SAN LUIS OBISPO

24-Hour Service — **40** — *Fast Service*

DELUXE CABS

SAN LUIS OBISPO

1029 Morro — Across from Anderson Hotel

Taxicabs–(Cont'd)

GRAY CAB CO 960 Higuera.....Sn Luis Obspo 845
(See Advertisement Opposite Page)
Lige's Taxi 720-11th.....Pso Robls 1088
Mickey's Taxi 106 Bridge.....Aroyo Grnde 2-J
MISSION TAXI CO 987 Monterey....Sn Luis Obspo-2
(See Advertisement Page 114)
OWL TAXI CO 974 Monterey.....Sn Luis Obspo 300
(See Advertisement Page 115)
PASO ROBLES CAB CO Taylor Hotel..Pso Robls 488
(See Advertisement This Page)
San Luis Taxi 1005 Monterey.....Sn Luis Obspo 124
STEVE'S YELLOW CABS
1016 Morro.....Sn Luis Obspo 10-J
(See Advertisement Page 115)
Ward's Taxi Cypress & Pomeroy.....Pismo Bch 222

The oldest of all the telephone industry's traditions is service.

Tea Rooms–See Restaurants

Teachers

See Schools; also Specific Types of Instruction

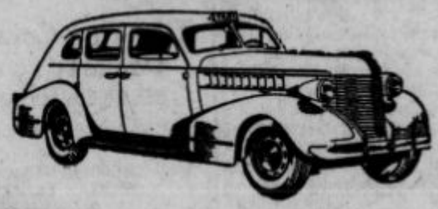
Telegraph Companies

Western Union Telegraph Co
Carlton Hotel.....Atascadero-5
Western Union Telegraph Co
1208 Spring. Pso Robls-131
Western Union Telegraph Co
979 Monterey. Sn Luis Obspo-1670

Memory plays tricks. If in doubt about a telephone number, please look it up in the Directory.

PASO ROBLES CAB CO.

TAYLOR HOTEL



Paso Robles 488

Free Local Telephones at Following Locations

SOUTHERN PACIFIC DEPOT
KEN'S MARKET
8TH & SPRING - WEST SIDE
PASO ROBLES INN
PIP DRIVE-IN
KRAMER'S DEPT. STORE
ORCUTT'S MARKET
ROBBIN'S CORNER

HEATED WAITING ROOM AT TAYLOR HOTEL
EACH DRIVER A PERSONAL ESCORT

Clean - Efficient - 24-Hour Service
PASSENGERS FULLY INSURED - LATEST MODEL CARS
R. S. PHILLIPS - B. L. McMURTREY - *Props.*

Emergency!

An emergency arises—you need help quickly! Physician, hospital, ambulance, taxi or plumber! The quickest way of finding whom to call is to—

LOOK IN THE
Classified
TELEPHONE SECTION

TO BE HEARD
clearly

. . . please speak directly into the Telephone with your lips just clearing the mouthpiece.

Telephone Companies

ARCHITECTS & BUILDERS SERVICE

A free advisory service on advance planning of telephone service arrangements in new homes and other building construction is available to architects, owners and builders. Extensive and costly alterations after the completion of the building are frequently avoided through proper advance planning. Call the Telephone Company business office and ask for "Architects and Builders Service."

"SERVICE RENDERED BY"

PACIFIC TELEPHONE & TELEGRAPH CO THE
Call Your Local Business Office Listed Below

PACIFIC TELEPHONE & TELEGRAPH CO THE
Business Offices
Arroyo Grande 968 Monterey Sn Luis Obispo
Ask "Operator" for.....Business Office
(No charge for calls to Business Office)
Atascadero 717-14th Paso Robles
Ask "Operator" for.....Business Office
(No charge for calls to Business Office)
Cambria 968 Monterey Sn Luis Obispo
Ask "Operator" for.....Business Office
(No charge for calls to Business Office)
Cayucos 968 Monterey Sn Luis Obispo
Ask "Operator" for.....Business Office
(No charge for calls to Business Office)
Morro Bay 968 Monterey Sn Luis Obispo
Dial "Operator" & ask for..Business Office
(No charge for calls to Business Office)
Nipomo 968 Monterey Sn Luis Obispo
Ask "Operator" for.....Business Office
(No charge for calls to Business Office)
Paso Robles 717-14th.....Pso Robls 133
Pismo Beach 968 Monterey Sn Luis Obispo
Ask "Operator" for.....Business Office
(No charge for calls to Business Office)
San Luis Obispo
968 Monterey.....Sn Luis Obspo 2000
Santa Margarita 717-14th Paso Robles
Ask "Operator" for.....Business Office
(No charge for calls to Business Office)
Templeton 717-14th Paso Robles
Ask "Operator" for.....Business Office
(No charge for calls to Business Office)

Hanst Henderson Telephone Co
.....Aroyo Grnde 242-F-12

The men and women in the Bell System are used to meeting emergencies and they are trained and equipped to carry on in times of special need. For years they have known the test of fire, flood and storm. Always before them is the tradition that "the message must go through".

Don't Throw It Away

Things around the house you consider useless—may need only minor repairs to make them serviceable. Call a service man near you.

LOOK IN THE
Classified
TELEPHONE SECTION

Termite Control

KYLE COMPANY
KYLE
TERMITE CONTROL
By Licensed & Experienced Operators
INSPECTION and ESTIMATES
1609 Osos.....Sn Luis Obspo-546

Theatres

Bay Theatre 464-5th.....Morro Bay-3011
Elmo Theatre Morro.....Sn Luis Obspo-1036
Fremont Theatre Monterey.....Sn Luis Obspo-71
Grande Theatre 108 Branch.....Aroyo Grnde-106
Hi-Ho Theatre 1436 Spring.....Pso Robls-777
La Moda Theatre State Hwy.....Atascadero-143
Obispo Theatre 993 Monterey.....Sn Luis Obspo-197
T & D Jr Theatre 12th.....Pso Robls-328
Ward Theater 326 Pomeroy.....Pismo Bch-11

Tile—Ceramic, Contractors & Dealers

Faulstich Bros 2900 S Broad.....Sn Luis Obspo 997

Tile—Non-Ceramic, Contractors & Dealers

BESTILE WALL SHEETS
"Since 1928"
Save Up to 50%
HI-GLOSS PLASTIC COATED SHEETS EASILY INSTALLED
Many Beautiful Colors
Call Your Dealer for Free Estimate
"WHERE TO BUY IT"
BUILDERS MARKET 1115-13th...Pso Robls 277

Tire Chains

See Automobile Parts & Supplies Headings

The Electrical Gun Director was developed by Bell Telephone Laboratories and made by Western Electric Company during World War II. Employing more than 100 vacuum tubes, it solves in 15 seconds mathematical equations that would take a trained mathematician more than 5 hours to do.

Have You Thought

Of having a separate business listing in the Telephone Directory under your own name? The charge for these extra listings is small, the convenience often great.

Tires—Dealers

BELLO AUTO & HOME SUPPLY
886 Monterey.....Sn Luis Obspo-12
BENNETT HAROLD E 1446 Spring...Pso Robls 176
BORIACK JOHN MOTOR CO
1144 Monterey.....Sn Luis Obspo 1469
(See Advertisement This Page)
BUSHONG'S TEXACO STATION
Snta Rosa & Marsh.....Sn Luis Obspo 1887

CHICK'S TIRE SERVICE
C. P. STODDARD, OWNER
TIRES
SALES & SERVICE
RECAPPING - REPAIRING
TIRES LOANED WHILE WE RECAP YOURS
1534 Spring.....Pso Robls-980

DAVIS B H TIRE SERVICE
Goodyear Tires
1233 Spring.....Pso Robls-77

DAYTON TIRES—
BORIACK BILL NASH AGCY
Passenger & Truck Tires
1005 Monterey.....Sn Luis Obspo 3

DUNLOP TIRES—
BORIACK JOHN MOTOR CO
1144 Monterey.....Sn Luis Obspo 1469

FIRESTONE HOME & AUTO SUPPLY
1326 Spring.....Pso Robls 405
Firestone Stores Highway.....Atascadero 385
FIRESTONE STORES
710Higuera.Sn Luis Obspo-130

FIRESTONE TIRES—
BUSHONG'S TEXACO STATION
Snta Rosa & Marsh.....Sn Luis Obspo 1887

FISK TIRES
TIRE SERVICE
RECAPPING
REPAIRS
When It's Time To Re-Tire Buy FISK

Reg. U. S. Pat. Off.
"WHERE TO BUY IT"
DISTRIBUTOR
MADDALENA TIRE CO
Higuera&Osos. Sn Luis Obspo-79

FRENETTE'S SERVICE
S Highway.....Atascadero 355-W

GOODRICH B F TIRES
WHATEVER YOUR TIRE NEED
B.F.Goodrich
FIRST IN RUBBER
NEW TIRES
DURECAP
TIRE SERVICE
CALL YOUR B. F. GOODRICH RETAILER
"WHERE TO BUY IT"
BELLO AUTO & HOME SUPPLY
886 Monterey.....Sn Luis Obspo 12
COOPERATIVE FARMERS SUPPLY CO INC
1311 Park.....Pso Robls 344

KIMBALL TIRE SERVICE
283Higuera.Sn Luis Obspo-758

LEE TIRES—
SIGNAL OIL CO 751 Marsh....Sn Luis Obspo-802

Maddalena Tire Co Higuera & Osos..Sn Luis Obspo 79
(See Advertisement This Page)
Thompson Frank W 101 Hwy.....Templtn-14-W

U S TIRES
QUALITY TIRES
QUALITY RECAPS
QUALITY REPAIRS
US ROYAL
"WHERE TO CALL"
STANDARD MOTOR SALES
990 Higuera.....Sn Luis Obspo-44

We invite you to tune in Monday nights, N.B.C. stations, to enjoy the Telephone Hour and its guest artists.

Dunlop
TIRES★
SALES & SERVICE
Complete Line of
PASSENGER
TRUCK
INDUSTRIAL
Recapping
Repairing
SAN LUIS OBISPO
1469

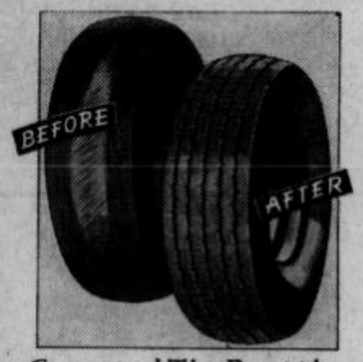
BORIACK MOTOR CO.
1144 MONTEREY

MADDALENA TIRE CO.

CHARLES
&
NOEL

TIRES!
Sure We Have Them
FISK & MOBIL
HIGUERA & OSOS
SAN LUIS OBISPO 79

TIRES
NEW TIRES & TUBES
AUTHORIZED DEALER FOR KELLY TIRES



Guaranteed Tire Recapping
SEASIDE GAS & OILS
ZELLNER & BOWDEN
MARSH & BROAD STS.
Phone San Luis Obispo 1957

WESTSIDE AUTO PARTS CO.

TIRE REPAIRS
RETREADING
AND
RECAPPING
Quality Workmanship
1229 MONTEREY ST.
Phone **San Luis Obispo 908**

MACRAE'S
O.K. RUBBER WELDERS
ELECTRIC RECAPPING
MODERN - SAFE - GUARANTEED
"$10.00 Reward for Each O.K. Cap That Comes Off"
TELEPHONE
SAN LUIS OBISPO 2619-R
1185 Monterey, cor. Toro San Luis Obispo

Tires–Repairing

WESTSIDE AUTO PARTS CO
1229 Monterey.....Sn Luis Obspo-908
(See Advertisement This Page)
Zellner & Bowden 711 Marsh....Sn Luis Obspo-1957
(See Advertisement This Page)

Tires–Retreading & Recapping

DAVIS B H TIRE SERVICE
1233 Spring. Pso Robls-77
Goodyear Tire Service N Highway.....Atascadero 398
KIMBALL TIRE SERVICE
283 Higuera. Sn Luis Obspo-758
MADDALENA TIRE CO
Higuera&Osos. Sn Luis Obspo-79
MacRae Lester 1185 Monterey. Sn Luis Obspo 2619-R
O K RUBBER WELDERS
1185 Monterey.....Sn Luis Obspo 2619-R
(See Advertisement This Page)
RICHFIELD SERVICE STATION NO 759
GENERAL & GOODYEAR TIRES
SALES & SERVICE
TIRES
RECAPPED & REPAIRED
SERVICE PLUS QUALITY
Highway Atascadero-119-W
STANDARD MOTOR SERVICE
990 Higuera. Sn Luis Obspo-22
WESTSIDE AUTO PARTS CO
1229 Monterey.....Sn Luis Obspo 908

Title Companies

SECURITY TITLE INS & GUAR CO
1119 Chorro. Sn Luis Obspo-1015
TITLE INSURANCE AND TRUST COMPANY
777 Higuera. Sn Luis Obspo-321

Tobacco–Whsle & Mfrs

JUILLARD-COCKCROFT
230 Snta Barbara Av. Sn Luis Obspo-93

Toilet Goods

Merle Norman Cosmetics Studio
748 Higuera. Sn Luis Obspo-1477

Tourist Courts

See Automobile Courts

Towel Service–See Linen Supply Service

Towing Service–Automobile

See Automobile Towing

HANDY MAN or SPECIALIST
You're almost certain to find the person or firm to do the job you want done when you
LOOK IN THE
Classified
TELEPHONE SECTION

Tractor Parts

Blackwell & Company 1134-13th.....Pso Robls 254

Tractors

ALLIS-CHALMERS TRACTORS—
FARMER'S HARDWARE & EQUIP CO
581 Higuera. Sn Luis Obspo-852
LIVINGSTON E C CO
1236 Railroad. Pso Robls-534

American Supply Company
Blades For Bulldozer Scraper-Gradr-Loadr
600-16th Oakland
(Toll) Call "Operator" for.....Highgate 6720
Ashton & Waer 1139-13th.....Pso Robls 666
Blackwell & Company 1134-13th.....Pso Robles 254
(See Advertisement This Page)

CASE TRACTORS—
FARMER'S HARDWARE&EQUIP CO
581 Higuera. Sn Luis Obspo-852

CATERPILLAR TRACK-TYPE TRACTORS—
MOORE JOSEPH G CO 1306 Pine..Pso Robls 450
113 WChapel SntaMaria
(Toll) Call "Operator" for.....S Maria-5

CLETRAC TRACTORS—
ASHTON & WAER 1139-13th.....Pso Robls 666

INTERNATIONAL TRAC TRACTORS—
BLACKWELL & COMPANY
1134-13th.....Pso Robls 254

Mineau & Loomis Lumber Co
Ford-Ferguson & Implements
405 Branch.....Aroyo Grnde. 262
MOORE JOSEPH G CO 1306 Pine....Pso Robls 450
(See Advertisement This Page)

Tractors–Renting

GARCIA TONY
Bulldozing & Grading
Coromar Av.....Atascadero 113-M

Tractors–Repairing

COLBURN T R 221-15th.....Pso Robls 1075-W
McCANN TRACTOR SERVICE
Tractors and Farm Equipment
REPAIRED
EXPERT DIESEL MECHANIC
WELDING & BURNING
Reasonable Rates
S Hwy-At George's Station. Sn Luis Obspo 2398
If no answer call....Sn Luis Obspo 1096-W
RUTH'S TRACTOR REPAIRING
Tractors & Farm Equipment Repaired
1st & James.....Templtn 2-W
SILVA'S TRACTOR SERVICE
211 Harris.....Sn Luis Obispo 2468-R
(See Advertisement This Page)

Trailer Parks

Grove Auto Court N Highway.....Atascadero 336-R
Howie's Auto Court 652 Morro..Sn Luis Obispo 2932
Rude's Trailer Court
546 Higuera.....Sn Luis Obspo-2033-W

Have you heard "The Telephone Hour" radio program recently? Guest artists of the music world bring you weekly programs of outstanding musical interest.

"CATERPILLAR"
AND
JOHN DEERE
NEW & USED TRACTORS
AND EQUIPMENT
SERVICE & REPAIRS
Any Make Farm Equipment Repaired
JOSEPH G. MOORE CO.
1306 Pine Paso Robles 450
Santa Maria—113 West Chapel
(Toll) Call "Operator" for Santa Maria 5

INTERNATIONAL TRACTORS
AND EQUIPMENT
FARM IMPLEMENTS
ALL MAKES *REPAIRED*
PHONE
PASO ROBLES 254
BLACKWELL & COMPANY
1134-13th

TRACTORS
AND
ALL TYPES
FARM MACHINERY
EQUIPMENT

REPAIRING
INSTALLED - REBUILT - REPAIRED
SILVA'S TRACTOR SERVICE
PHONE
SAN LUIS OBISPO
2468-R
211 HARRIS SAN LUIS OBISPO

Trailers–Coach

BORIACK JOHN MOTOR CO
1144 Monterey.....Sn Luis Obspo 1469
(See Advertisement This Page)
Boriack Trailer Sales
1144 Monterey.....Sn Luis Obspo 1932-W
MATHEWS' TRAILER COURT
For Rent By Month-Housekeeping
274 Higuera.....Sn Luis Obspo-1392
STOWE TRAILER SALES
New-12 to 31 Feet
Cash or Terms
996 Marsh.....Sn Luis Obspo 2701
Stowe's Trailer Sales
Willys Distrib
6th & Spring.....Pso Robls 758

Telephone service is one of the unifying forces of the nation.

Trailers–Commercial

Stowe's Trailer Sales 6th & Spring....Pso Robls 758

Trailers–Renting

Rauch's Cabinet & Repair Shop
821-21st .....Pso Robls 966

Travel Bureaus

BONETTI & RICE 987 Osos.....Sn Luis Obspo-418

Treasure Tones & Premier Paints

Look on "P" pages under "Paint Dealers–Retail"

Plan your shopping with the Classified Telephone Directory.

JOHN BORIACK *Trailer* SALES

Nationally Known Makes
COMPLETELY EQUIPPED FOR COMPLETE REPAIRS AND SERVICE

TRAILER EQUIPMENT
DIVANS - BUTANE STOVES
TANKS - ACCESSORIES - ETC.
CONVENIENT LIBERAL TERMS

San Luis Obispo **1469**

1144 MONTEREY

A Handy Man
FOR ANY JOB
and perhaps you want him quickly. It's easy to find the one nearest you by looking in the
Classified
TELEPHONE SECTION

Have You Thought

Of having a separate business listing in the Telephone Directory under your own name? The charge for these extra listings is small, the convenience often great.

Tree Service

McLAUGHLIN H L
TREE SPECIALIST
LANDSCAPING
TREES
MOVING - WRECKING - TRIMMING
Estimates Free - Guaranteed Work
Cuesta Rd.....Sn Luis Obspo-12-R-2

Moonaw Leonard .....Cambria 80-Y-13
Stanley Everett 447 Price.....Pismo Bch 223
(See Advertisement This Page)

Trucking

See also Motor Freight Companies Headings
Andrews Bros N Highway.....Atascadero-311-W
ARROYO GRANDE TRUCK CO
GENERAL PRODUCE HAULING
FRANCHISE CARRIER OF FARM PRODUCE
ALL KINDS OF DRY FREIGHT HAULED
201 W Branch.....Aroyo Grnde-64

Bain Wm E 321-15th.....Pso Robls 1075-J
BAXTER J E
Produce&General Hauling
.....Aroyo Grnde 240-F-21
BERMINGHAM ROBT L Shandon...Pso Robls 30-F-4
(See Advertisement This Page)
CALIF MOTOR EXPRESS LIMITED
Cayucos.....Cayucos-4-W
Paso Robles Riverside & 5th.....Pso Robls 657
San Luis Obispo 390 Pacific....Sn Luis Obspo 800
COAST LINE EXPRESS
390 Pacific.....Sn Luis Obspo-800
CORIPPO MEL H 1719 Pine.....Pso Robls 653-W
(See Advertisement This Page)
Cropper Ralph S 1940 Pine.....Pso Robls 406-J
Cropper Sidney C
General Hauling
1935 Vine.....Pso Robls-644
DENNIS TRANSFER
Local&Long Distance Moving
And General Hauling
1824Nipomo .....Sn Luis Obspo-355

DREWS ALFRED J
GENERAL LOCAL & LONG DISTANCE HAULING
CARGO INSURANCE
1945 Olive.....Pso Robls 1124-W

(Continued Next Page)

TREE SURGEON
TRIMMING - TOPPING
CABLING - CAVITY WORK
LANDSCAPING
Pismo Beach 223
EVERETT STANLEY
447 PRICE

MEL H. CORIPPO

Contract Hauling
- GRAVEL
- ROCK & SAND
- WHEAT

Phone
PASO ROBLES 653-W
1719 Pine
If no answer call **98**
Office City Hall
732-13th St.

ROBERT L. BERMINGHAM
GENERAL TRUCKING
Specializing in
BULK GRAIN & LIVESTOCK
INSURED TRANSPORTATION
Phone Paso Robles 30-F-4
If no answer call 6-F-3
BOX 47 SHANDON

SPECIALIZING IN
LIVESTOCK TRANSPORTATION
GENERAL TRUCKING
All Cargo Insured
FAIRBAIRN & RENOUD
211-16th Paso Robles 674
If no answer call Paso Robles 780

Trucking–(Cont'd)

FAIRBAIRN & RENOUD 211-16th . . . Pso Robls 674
(See Advertisement Preceding Page)

GEORGE'S STATION
Livestock and General
HAULING
Large and Small Equipment
S Hwy . . . . . Sn Luis Obspo 2398

GIFFORD JAS
General Hauling
2311 Lawton . . . . . Sn Luis Obspo 2802

GLASS TRANSPORTATION CO
GENERAL TRUCKING
Local - Long Distance
Furniture Moving
1733 Spring . . . . . Pso Robls-258

GOULART L E
Produce & General Hauling
Stanley Av . . . . . Aroyo Grnde 58-J
GROWERS TRANSFER CO Dolliver . . . Pismo Bch-153
Nite call . . . . . Pismo Bch 135-M

JONES CHARLES
LIVESTOCK HAULING
GENERAL TRUCKING
& MOVING
LOCAL & LONG DISTANCE
1110 Olive . . . . . Pso Robls-1332-W

Kuhl Wm M Jr 607-22d . . . . . Pso Robls 935-J
Oliver Geo K . . . . . Aroyo Grnde 139-F-2
PAC FREIGHT LINES 393 Marsh. Sn Luis Obspo-1370
Agent 393 Marsh . . . . . Sn Luis Obspo 2259
Roberts Jim S . . . . . Aroyo Grnde 240-F-4
S & M Trucking Co Morro Rd . . . . . Atascadero 263-M
Sandercock Transfer Co 737 Marsh. Sn Luis Obspo-19
Sanford J W 220 Cherry . . . . . Aroyo Grnde-92-J
SILVA MANUEL A
Contract Hauling
Local & Long Distance
667 Howard . . . . . Sn Luis Obspo-930
Vetter Trucking Serv Rosario Atascadero-31
Wilding Geo A Grand Av . . . . . Aroyo Grnde 136-F-4

Trucks–Motor

Ashton & Waer 1139-13th . . . . . Pso Robls 666

CHEVROLET MOTOR TRUCKS—
NICHOLS SID CHEVROLET
1305 Spring . . . . . Pso Robls-786

G M C TRUCKS—
KIMBALL MOTOR SERVICE
252 Higuera . . . . . Sn Luis Obspo 2344
TUNISON BASIL A 1501 Spring . . . . Pso Robls-14

GARRETT MOTORS
1219 Monterey . . . . . Sn Luis Obispo 2476

INTERNATIONAL MOTOR TRUCKS—
ASHTON & WAER 1139-13th . . . . . Pso Robls 666
BORIACK BILL NASH AGCY
1005 Monterey . . . . . Sn Luis Obspo 3

MACK TRUCKS—
McGREGOR MOTORS CO
1255 Monterey Sn Luis Obspo-542

Trucks–Motor–(Cont'd)

Nichols Sid Chevrolet 1305 Spring . . . . . Pso Robls-786

ROUTZAHN MOTOR CO
Repairs All Makes Trucks & Cars
636 Higuera . . . . . Sn Luis Obspo-1470

Trucks–Motor, Bodies & Equipment

Sherman Earl & Co
Mfrs Refrigerated Truck & Trailer Bodies
2526 Wood Oakland
(Toll) Call "Operator" for . . . . . Twinoaks 2107

Trucks–Motor, Painting

See Automobile Painting

Trucks–Motor, Parts

Nichols Sid Chevrolet 1305 Spring . . . . Pso Robls-786
Standard Auto Parts 1085 Higuera. Sn Luis Obspo-1200

UNIVERSAL AUTO PARTS CO
QUALITY - SERVICE - PARTS
For
ALL CARS, TRUCKS AND TRACTORS
Continuous Service
969 Monterey . . . . . Sn Luis Obspo-1418
If no answer call . . . . Sn Luis Obspo-1891-J
Or . . . . . Sn Luis Obspo-849-J

Trucks–Motor, Repairing

BORIACK BILL NASH AGCY
Complete Auto and Truck Repairing
TRUCK SERVICE - WHEEL ALIGNING
FRAME STRAIGHTENING
BODY & FENDER REPAIRS - PAINTING
BRAKE SERVICE - HEADLIGHT ADJUSTING
1005 Monterey . . . . . Sn Luis Obspo-3

CHEVROLET AUTHORIZED SERVICE—
NICHOLS SID CHEVROLET
1305 Spring . . . . . Pso Robls-786

PAUL'S TRUCK SERVICE
COMPLETE TRUCK REPAIR
DIESEL ENGINES
OUR SPECIALTY
903 Spring . . . . . Pso Robls 302
If no answer call . . . . . Templeton 19-J

PIMENTEL & WEAVER GARAGE
101 Highway . . . . . Sn Luis Obspo 1360

Trucks–Motor, Towing

See Automobile Towing

Trust Companies

See Banks; also Title Companies

Would you like to get your share of business from customers in your neighborhood? Then why not advertise in the Classified Telephone Directory? You can call the business office of the telephone company and ask for the Directory Advertising Representative. He can help you plan an effective message.

Typewriters

HILL'S STATIONERY
UNDERWOOD TYPEWRITERS
Sundstrand Adding Machines
Service & Repairs
All Makes
1127 Chorro . . . . . Sn Luis Obspo-1403

NELSON JOHNNY
1124 Nipomo . . . . . Sn Luis Obspo 228
(See Advertisement This Page)
Royal Typewriter Company
Johnny Nelson-Authorized Dealer
1124 Nipomo . . . . . Sn Luis Obspo 228
TYPEWRITER SHOP THE
1014 Court. Sn Luis Obspo-127
(See Advertisement This Page)
WALKER R G 785 Marsh . . . . . Sn Luis Obspo 681-W
(See Advertisement This Page)

Would you like to get your share of business from customers in your neighborhood? Then why not advertise in the Classified Telephone Directory? You can call the business office of the telephone company and ask for the Directory Advertising Representative. He can help you plan an effective message.

Other members of your household may be identified in the community by means of additional listings in the Telephone Directory.

When
NAME
or
ADDRESS
Is Forgotten

Someone has told you of a certain concern or you've read their advertising somewhere.

LOOK IN THE
Classified
TELEPHONE
SECTION

You probably will recognize the name or address when you see it.

ROYAL
TYPEWRITERS
Standard and Portable

World's No. 1 Typewriter
ADDING MACHINES
DUPLICATORS SUPPLIES
OFFICE EQUIPMENT
Sales - Service - Supplies
Phone San Luis Obispo 228
JOHNNY NELSON
OFFICE EQUIPMENT
Address After March 1, 1947
690 HIGUERA
NEW BUILDING
Address 'Til March 1, 1947 - 1124 Nipomo
SAN LUIS OBISPO

THE
TYPEWRITER SHOP
AUTHORIZED DEALER FOR
L. C. SMITH
CORONA
TYPEWRITERS
ADDING
MACHINES
FILES - SAFES
DESKS - CHAIRS
ETC.

Rebuilts - Rentals - Repairs
ALL MAKES OF PORTABLES
1014 Court San Luis Obispo 127

R. G. WALKER
Telephone
San Luis Obispo 681-W
Authorized Sales & Service

Remington Typewriters
Remington Adding, Calculating & Bookkeeping Machines
Ribbons & Carbon
Duplicators & Supplies
Office Equipment & Supplies
U. S. TYPEWRITERS
Rebuilts - Rental - Repairs on All Makes
785 Marsh

CUSTOM
UPHOLSTERING

★ RECOVERING
★ REPAIRING
★ RESTYLING

DRAPERIES
SLIP-COVERS
— CUSTOM MADE SETS —
FREE ESTIMATES
All Work Guaranteed

JACKMAN'S
CUSTOM UPHOLSTERY
PHONE
SAN LUIS OBISPO
2299-W
780 Pacific San Luis Obispo

L. S. STARR
COMPLETE AUTOMOBILE
UPHOLSTERING
Furniture Recovered & Repaired
PASO
ROBLES
454-M
830 - 22nd

ANY TIME

When things happen unexpectedly—the demand for promptness of service is urgent. You'll find firms who render 24-hour service listed in the

Classified
TELEPHONE SECTION

Typing–See Stenographers–Public

U S Tires
Look on "T" pages under "Tires–Dealers"

Undertakers–See Funeral Directors

Uniform Supply Service
See Linen Supply Service

Uniforms–Retail
Lenzner's 627-12th.....Pso Robls 761

Unions–Labor–See Labor Organizations

Unit Heat–See Furnaces

United States Government Offices
See Alphabetical Directory Under "U S Government"

Upholsterers
Grand Furniture Shop
Grande Av.....Aroyo Grnde 138-F-2
JACKMAN'S CUSTOM UPHOLSTERY
780 Pacific.....Sn Luis Obspo 2299-W
(See Advertisement This Page)
Paramount Upholstering Shop
341 Higuera.....Sn Luis Obspo 2921-J
SAN LUIS STERILIZATION & MATTRESS CO
See Our Adv Under Mattresses
Buchon & High.....Sn Luis Obspo-405
SPINNING WHEEL UPHOLSTERY
1150 Peach.....Sn Luis Obspo-1250-W
STARR L S 830-22d.....Pso Robls 454-M
(See Advertisement This Page)
WHITAKER'S FURNITURE
766 Higuera. Sn Luis Obspo-1006

FOUR THOUGHTFUL ITEMS OF TELEPHONE PROCEDURE—

1. Please answer promptly.
2. Please be on the line when the party you want answers.
3. Please speak distinctly and without hurrying, with the lips close to the mouthpiece.
4. Please replace the receiver gently when through talking.

Additional Listings

. . . for the growing-up son or daughter, for the relative or friend who lives under your roof . . . what nicer thought than a separate listing in the Telephone Book?

Vacuum Cleaners–Dealers
BEST HOME APPLIANCE STORE
Apex-Universal-Royal
1221 Spring.....Pso Robls 284-W
ELECTROLUX SALES & SERVICE
28-12th.....Pso Robls 715-W
HAMILTON J E
Eureka & Cadillac-Sales
718 Higuera.....Sn Luis Obspo 49
HARDISON ALLEN C 28-12th.....Pso Robls 715-W
HORNOR DAVE

Electrolux Vacuum Cleaners
SALES & SERVICE
Genuine Electrolux Parts
Factory Guaranteed Rebuilding
1290 Murray.....Sn Luis Obspo 2462-J

McMAHAN FURNITURE CO
Authorized Hoover & Eureka Dealer
855 Marsh.....Sn Luis Obspo 1573
MODERNE THE
Royal-Premier Regina Compact
685 Higuera.....Sn Luis Obspo 826
WILCOX LOU
Atascadero Garage Bldg.....Atascadero 490
WILCOX LOU 823-12th.....Pso Robls 1507
ZEGAR FURNITURE STORE
See Our Adv Under Furniture
840 Monterey.....Sn Luis Obspo-85

Vacuum Cleaners–Repairing
Bud's Appliance & Motor Service
1348 Railroad.....Pso Robls-1535
KENMORE VACUUM CLEANER SERVICE—SEARS ROEBUCK & CO
879 Higuera.....Sn Luis Obspo 760

Variety Stores
Marsalek's Variety 116 Branch....Aroyo Grnde 131-J

Vending Machines
Paso Robles Amusement Co
740-14th.....Pso Robls 562-W
Porter F P 1273 Foothill.....Sn Luis Obspo-2511-W
TRI-COUNTY NOVELTY CO
675 Higuera.....Sn Luis Obspo-703
After 5 PM Sun-Holidays Call..Sn Luis Obspo 2934

Save time and trouble by looking in the Classified Telephone Directory first. It tells you who sells things, who mends things, who does things.

Who
SELLS IT?
When a specific product or service is needed and there is an uncertainty as to who sells it
THE
Classified
TELEPHONE SECTION
Will Direct You

Venetian Blind Dealers
AMBASSADOR VENETIANS

THE FINEST
THAT
MONEY
CAN BUY

Ambassador Venetians

"WHERE TO BUY THEM"
PASO ROBLES
Western Cabinet Works 1000Park..Pso Robls-289
SAN LUIS OBISPO
Southern Pacific Milling Co
Santa Barbara Av.....Sn Luis Obspo-2200
WALKER'S HOME SUPPLY
Bridge & Branch.....Aroyo Grnde 122

Venetian Blind Renovating
Venetian Blind Service 38th & Spring..Pso Robls-707

Venetian Blind Mfrs–Retail
VENETIAN BLIND SERVICE
38th & Spring.....Pso Robls 707

Ventilating Contractors
See Contractors–Heating & Ventilating

The Classified Telephone Directory is your neighborhood and your city-wide buying guide. Plan your shopping by means of its useful pages.

FOR BEST RESULTS WITH YOUR TELEPHONE

please . . .

Make sure of the number. If in doubt consult the Telephone Directory.

Speak with lips close to the mouthpiece, using your natural tone of voice.

And give the called person TIME to answer!

Thank You!

Mc Capes
VETERINARY HOSPITAL

Complete Hospital Facilities for Large and Small Animals

DIAGNOSTIC SERVICE - X-RAY
EXPERT BATHING AND TRIMMING SERVICE
BOARDING KENNELS - VETERINARY SUPPLIES

COMPLETE STOCK OF PET SUPPLIES

Telephone
San Luis Obispo 166
If no answer call **2707**

ON HIWAY 1 - ACROSS FROM RADIO TOWER

DR. JOHN H. HENSLEY
VETERINARIAN

SMALL ANIMAL
HOSPITAL
SPECIALIZED TREATMENT OF
LARGE ANIMALS

PHONE
SAN LUIS OBISPO
78

JOHN H. HENSLEY D. V. M.
101 HIGHWAY NORTH
At Site of Old "Last Chance Inn"

When the name
of a
BUSINESS
HOUSE
has been forgotten

...or when you are new to the city, or when you simply want to find a telephone number the quickest way...

Look in the
YELLOW PAGES

Veterinarians

HENSLEY JOHN H N Highway.....Sn Luis Obspo 78
(See Advertisement Opposite Page)
McCapes Veterinary Hospital
Highway 1.....Sn Luis Obspo 166
Pulling Fred Jr N Highway.....Atascadero 382
Reedy J E 836-19th.....Pso Robls-546

Veterinary Hospitals

Hensley John H N Highway.....Sn Luis Obspo 78
McCapes Veterinary Hospital
Highway 1.....Sn Luis Obspo 166
(See Advertisement Opposite Page)

Vitamin Products—Distrs

Kinneavy F S 265 N Broad.....Pso Robls 297-W

Wall Board

BUILDERS MARKET 1115-13th.....Pso Robls-277

Wall Coverings

See Specific Kinds, i.e., Wall Paper; Linoleum Headings

Wall Paper

ACME QUALITY PAINT & WALL PAPER STORE
862 Monterey. Sn Luis Obspo-1397
San Luis Wall Paper & Paint Store
1126 Broad.....Sn Luis Obspo 1072-R

Warehouses—Private

Hearst Warehouses Sn Simeon.....Cambria-28-Y-5

Warehouses—Public

COAST COUNTIES WAREHOUSES
157 Higuera. Sn Luis Obspo-2678
FARMER'S ALLIANCE BUSINESS ASSOCIATION
945 Riverside Av. Pso Robls-115
Southern Pacific Milling Co
Oceano. Aroyo Grnde-68-F-2
Southern Pacific Milling Co Pine.....Pso Robls-433
Southern Pacific Milling Co.....S Margrita-4
Southern Pacific Milling Co.....Templtn-1

Washing Machines—Dealers

APEX WASHING MACHINES—
FRANSCIONI & DAVIS BUTANE SALES
884 N Broad.....Sn Luis Obspo 356-J

BEACH RADIO & APPLIANCE SHOP
Norge Washing Machines
427 Cypress.....Pismo Bch-111

BENDIX AUTOMATIC HOME LAUNDRY

The one-and-only BENDIX washes, rinses and damp-dries your clothes—all automatically. To see a demonstration phone one of the Dealers listed below.

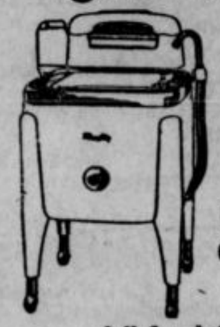
BENDIX
AUTOMATIC HOME LAUNDRY

"WHERE TO BUY IT"

Beach Radio & Appliance Shop
427 Cypress.....Pismo Bch-111
Derby's Electric Shop 827-13th.....Pso Robls-91
Ekegren's Home Furnishings
420-5th.....Morro Bay 2792
WALKER'S HOME SUPPLY
Bridge & Branch.....Aroyo Grnde 122

(Continued Next Page)

WASHING MACHINES
AUTHORIZED
Maytag
WASHERS & IRONERS
Sales & Service



Automatic Type Washer
Automatic Clothes Drier
Both Gas & Electric
Repairing on All Makes
Rolls & Parts for All Makes
Gas & Electric Water Heaters

Call San Luis Obispo 609
J. F. HICKENBOTTOM
AND SONS
745 Higuera Street

THE MODERNE
Sales & Service
LAUNDERALL
AUTOMATIC
HOME LAUNDRY
HORTON & SPEED QUEEN WASHERS & IRONERS
Call
SAN LUIS OBISPO
826

685 Higuera Street

KENMORE WASHING MACHINES

COLDSPOT REFRIGERATORS
KENMORE VACUUMS SILVERTONE RADIOS
Shop at Sears and Save
Sears Roebuck & Co.
879 HIGUERA STREET San Luis Obispo 760

Washing Machines–Dealers–(Cont'd)

BEST HOME APPLIANCE STORE
1221 Spring.....Pso Robls 284-W

BLACKSTONE HOME LAUNDRY EQUIPMENT—
LONG E E PIANO CO
777 Marsh.....Sn Luis Obspo 506

BRISCO HARDWARE
Monitor-Whirlpool
857 Monterey.....Sn Luis Obspo 41

BURT & BURT
Authorized Norge Dealer
.....Cambria 66

CONLON WASHING MACHINES—
LONG E E PIANO CO
777 Marsh.....Sn Luis Obspo 506

Denison & Hopkins E Branch.....Aroyo Grnde 125

EASY WASHING MACHINES—
HEATON R C CO 803-13th.....Pso Robls 29
(See Advertisement Preceding Page)
LONG E E PIANO CO
777 Marsh.....Sn Luis Obspo-506

HEATON R C CO 803-13th.....Pso Robls 29
Hickenbottom J F & Sons
745 Higuera.....Sn Luis Obspo 609
(See Advertisement Preceding Page)

LAUNDERALL AUTOMATIC HOME LAUNDRY—
FRANSCIONI BUTANE SALES & SERV
2801 Spring.....Pso Robls 343

Long E E Piano Co 777 Marsh.....Sn Luis Obspo 506

MAYTAG WASHING MACHINES—
HEATON R C CO 803-13th.....Pso Robls 29
HICKENBOTTOM J F & SONS
Sales & Service
745 Higuera.....Sn Luis Obspo 609
LONG E E PIANO CO
777 Marsh.....Sn Luis Obspo-506

McMAHAN FURNITURE CO
855 Marsh.....Sn Luis Obspo 1573
Moderne The 685 Higuera.....Sn Luis Obspo-826
(See Advertisement Preceding Page)

SEARS ROEBUCK & CO
879 Higuera.....Sn Luis Obspo-760
(See Advertisement Preceding Page)

WILCOX LOU
Genl Elec-Universal-Conlon Haag-Whirlpool
Atascadero Garage Bldg.....Atascadero 490

WILCOX LOU
Genl Elec-Universal-Conlon-Haag-Whirlpool
823-12th.....Pso Robls 1507

ZEGAR FURNITURE STORE
See Our Adv Under Furniture
840 Monterey.....Sn Luis Obspo-85

TO BE HEARD clearly

. . . please speak directly into the Telephone with your lips just clearing the mouthpiece.

Washing Machines–Repairing

BUD'S APPLIANCE & MOTOR SERVICE
1348 Railroad.....Pso Robls-1535

KENMORE WASHING MACHINE SERVICE—
SEARS ROEBUCK & CO
879 Higuera.....Sn Luis Obspo 760

LONG E E PIANO CO
777 Marsh.....Sn Luis Obspo-506

McCLURE'S REPAIR SERVICE
2145 Broad.....Sn Luis Obspo-2221
Robinson Ernie Maytag Agcy
Theatre Bldg.....Atascadero 582

Watches

JERRAM'S 1023 Osos.....Sn Luis Obspo 1661

Watches–Repairing

BROWN CLARENCE 862 Higuera.Sn Luis Obspo-1312
JERRAM'S 1023 Osos.....Sn Luis Obspo 1661
Paso Robles Jewelry Store 725-13th..Pso Robls 443

Water Companies–Bottled

ARROWHEAD & PURITAS WATER INC
1028 Chorro.Sn Luis Obspo-11
(See Advertisement Opposite Page)

CALSO WATER—
FORTINI LOUIS C
Water Cos-Bottled
65 Higuera.....Sn Luis Obspo 1934-W

CRYSTAL SPRINGS WATER CO
Yoakum Tr.Sn Luis Obspo-965
(See Advertisement Opposite Page)
Vernon Spring Water Co
Los Berros Canyon.....Aroyo Grnde 216-F-22

REPAIR IT

If the refrigerator, vacuum cleaner, sewing machine, washing machine or radio in your home isn't working properly, call a repair man now. You're sure to find one nearby if you—

LOOK IN THE
Classified
TELEPHONE SECTION

Enjoy
ARROWHEAD Spring Water
A sparkling, crystal clear mountain spring in your home

Phone
San Luis Obispo 11

PURITAS

Drink
PURITAS
distilled
Water
California's *purest* drinking water—*ozonized* for *extra purity!*

Phone
San Luis Obispo 11

CRYSTAL SPRINGS WATER CO.

- Pure Drinking Water
- Bottled Fresh Daily
- Dispensers - Cups - Coolers
- Distilled Water

Crystal Springs WATER 965 SAN LUIS OBISPO

PHONE
San Luis Obispo 965

Serving

PASO ROBLES
ATASCADERO
GUADALUPE
LOMPOC
MORRO BAY
PISMO BEACH
ARROYO GRANDE
SAN LUIS OBISPO

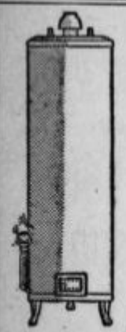
Water Companies–Public Utility

Atascadero Mut Water Co Pmpg Stn..Atascadero-11
Atascadero Mutual Water Co Highway..Atascadero-60
El Pismo County Water District
Delliver..Pismo Bch-133
Fay Water Co Port Sn Luis....Sn Luis Obspo-1-R-12
Oceano Beach Water Co
Oceano.....Aroyo Grnde 231-F-11
Paso Robles City Water Works 13th..Pso Robls 232-W

Water Coolers & Fountains

CRYSTAL SPRINGS WATER CO
Yoakum Tr..Sn Luis Obspo-965

We invite you to tune in Monday nights, N.B.C. stations, to enjoy the Telephone Hour and its guest artists.



WATER HEATERS
Sales & Service
FOWLER
ELECTRIC WATER HEATERS
20 YRS. GUARANTEE
WE SELL
GAS - ELECTRIC & OIL
WATER HEATERS
DUO-THERM OIL BURNING
WATER HEATER
Made for Ranch & Farm Where No Electricity Available
THE MODERNE
685 Higuera Street — Call San Luis Obispo 826

Water Heaters–Dealers

BURT & BURT.....Cambria 66
DAY & NIGHT WATER HEATERS–
SAN LUIS BUTANE DISTRS
Ensenada Av.....Atascadero 151
FRANSCIONI & DAVIS BUTANE SALES
884 N Broad.....Sn Luis Obspo 356-J
HUGHES PLUMBING & REPAIR
451 Pismo.....Pismo Bch 74
HUSTON PLUMBING SUPPLY
1338 Railroad.....Paso Robls 361
Mack's Plumbing Shop 907-12th...Pso Robls-1329-W
McKELVEY HENRY B.....Atascadero 80-F 5
MISSION WATER HEATERS–
SAN LUIS BUTANE DISTRS
Ensenada Av.....Atascadero 151
Moderne The 685 Higuera.....Sn Luis Obspo-826
(See Advertisement This Page)
RHEEM WATER HEATERS–
FRANSCIONI BUTANE SALES & SERVICE
2801 Spring.....Pso Robls 343
RUUD WATER HEATERS–
SAN LUIS BUTANE DISTRS
Ensenada Av.....Atascadero 151
SMEE'S PLUMBING & HEATING SHOP
1302 Osos..Sn Luis Obspo-766
WILCOX LOU
Atascadero Garage Bldg.....Atascadero 490
WILCOX LOU 823-12th.....Pso Robls 1507

Make the Classified Telephone Directory your buying guide—it can save you time and effort.

When Looking For a Dealer In YOUR NEIGHBORHOOD

Time and effort may be saved if the article or service you want to buy can be found in your neighborhood. You'll find the location of your neighborhood dealer when you

Look in the

Classified
TELEPHONE SECTION

The Yellow Pages Tell "Where To Buy It"

Water Softening Equipment

CLAY ERNEST L
WATER CONDITIONERS
PERMUTIT & STOVER
WATER CONDITIONERS
FOR HOME & INDUSTRY
Call Us For Your Water Problems
River Rd.....Atascadero-259-M

CULLIGAN SOFT WATER SERVICE
1536 Vine.....Pso Robls 248-W
CULLIGAN SOFT WATER SERVICE
1331 Murray.....Sn Luis Obspo 2195-W
(See Advertisement This Page)
KEENE'S PLUMBING & HEATING SERV
3045 Park.....Pso Robls 655-J

Water Treating Service

Culligan Soft Water Service
1536 Vine.....Pso Robls 248-W
Culligan Soft Water Service
1331 Murray.....Sn Luis Obspo 2195-W

Would you like to get your share of business from customers in your neighborhood? Then why not advertise in the Classified Telephone Directory? You can call the business office of the telephone company and ask for the Directory Advertising Representative. He can help you plan an effective message.

SOFT WATER Service

SOFT WATER for the AMERICAN HOME — CULLIGAN

• NO EQUIPMENT TO BUY!
• In Homes - Plants Offices
• Installed on a Public Service Basis

2 Weeks Free Trial

• Pay Only a Small Monthly Service Charge

Phone Us for Information

SAN LUIS OBISPO
2195-W
C. L. PERSONS
Manager

AGENTS FOR CULLIGAN
DOMESTIC & INDUSTRIAL
WATER SOFTENERS

PASO ROBLES
248-W
I. S. DUNCAN
Manager

CULLIGAN
SOFT WATER SERVICE
SAN LUIS OBISPO - PASO ROBLES

MEMORY
plays tricks

If in doubt about a TELEPHONE NUMBER
Please look it up
in the Directory

When
you want to find a **business** concern in a hurry
Look
in the YELLOW PAGES

They contain almost every type of commercial enterprise in easily found classifications.

Water Well Boring & Drilling

BENCE H W
CONTRACTOR
DOMESTIC - IRRIGATION
WELLS
All Sizes Casing Furnished
Paso Robles ..... Pso Robls-29-F-3

Blanchard Avery Oceano ..... Aroyo Grnde 231-F-5
Tomasini A E
See Our Adv Under Pumps
1922 Johnson ..... Sn Luis Obspo-1424

Weed Exterminating—See Exterminating

Weighers—Public

Hitchcock A B 1221 Vine ..... Pso Robls-206-R

Welding

Billings Henry Machine Shop
1040-13th ..... Pso Robls 1306
FARMER'S HARDWARE & EQUIP CO
581 Higuera ..... Sn Luis Obspo 852
Flying Dutchman Welding Shop
3615 Spring ..... Pso Robls 202-J

FREDERICK BROS GARAGE
SHANDON
Complete Repair and Welding Service
We Go Anywhere
Electric & Acetylene
Farm Machinery & Auto Repairs
Shandon ..... Pso Robls 29-F-15

LEICHTY IVAN
PORTABLE EQUIPMENT
ELECTRIC - ACETYLENE
737 Vine ..... Pso Robls 249-W

Moore Geo H State Hwy Atascadero-52
Negranti Mario Little Willow Crk Rd .. Cayucos 29-Y-4

Memory plays tricks. If in doubt about a telephone number, please look it up in the Directory.

Nationally Advertised Articles
can be traced to their
LOCAL DEALERS
by looking up
"WHERE TO BUY IT"
in the YELLOW PAGES

Welding—(Cont'd)

NICHOLS SID CHEVROLET
COMPLETE SERVICE
ACETYLENE
ELECTRIC WELDING
1305 Spring ..... Pso Robls 786

Ogden Howard O Grande Av .. Aroyo Grnde 136-F-11
Parker E R Boiler Works
514 Higuera . Sn Luis Obspo-2056
San Luis Welding Works
Ward Munger
960 Nipomo ..... Sn Luis Obspo-1098
SILVA & RATLIFF
Electric & Acetylene Welding
Portable Welding Equipment
1243 Monterey ..... Sn Luis Obspo 1199
Thompson's Welding Service
Barnett ..... Aryo Grnde 28-W
Welding Godfrey Co 281 Park ..... Pismo Bch 15-J
Wood H A
Portable Equipment
1207-13th ..... Pso Robls 321

Welding Equipment & Supplies

HOBART ARC WELDERS—
HOBART WELDER SALES & SERVICE
276-11th S F
(Toll) Call "Operator" for .... Hemlock 1029

Wheel Aligning & Repairing

See Automobile Wheel, Axle & Frame Repairing

Whist Clubs—See Clubs

Wicker Furniture—See Furniture Headings

What calls
Did He
MISS?

He'll never know; for he failed to replace the receiver of his telephone.

Your calls may be important. See that the receiver is properly replaced.

THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY

Window Shades—Retail

WALKER'S HOME SUPPLY
Bridge & Branch ..... Aroyo Grnde 122

Windows—Wood

See Millwork; also Building Materials

Wineries

Pesenti's Winery ..... Templtn 2-F-2

Wines—Retail

EL CAMINO LIQUOR STORE
960 Monterey . Sn Luis Obspo-1821
Frank's Liquor Store 1019Chorro . Sn Luis Obspo-1022
Osos Liquor Store 1601 Osos ..... Sn Luis Obspo-42
Pergola Liquor Store 978 Morro .. Sn Luis Obspo-755
Waldorf Cafe 975 Osos ..... Sn Luis Obspo-1002

Wines—Whsle

Glaser Bros 735 Marsh ..... Sn Luis Obspo 1600

GRAPE GOLD WINES—
FORTINI LOUIS C
65 Higuera ..... Sn Luis Obspo 1934-W

JUILLARD INC 228 Snta Barbara . Sn Luis Obspo-1248
Morganti L J Co 698 Higuera .... Sn Luis Obspo 2440

PETRI WINES—
FORTINI LOUIS C
65 Higuera ..... Sn Luis Obspo 1934-W

Wire Cloth

American Supply Company 600-16th Oakland
(Toll) Call "Operator" for ..... Highgate 6720

The oldest of all the telephone industry's traditions is service.

SHOP IN THE YELLOW PAGES
Whenever you want information about an article, a service or a certain business
LOOK IN THE
Classified
TELEPHONE SECTION

Wire Rope

Philpott George M Co 1160 Bryant San Francisco
(Toll) Call "Operator" for Hemlock-5475

Women's Accessories—Retail

Little Shoppe The 999 Higuera . Sn Luis Obspo 1939-J
Vogue The 1233 Park ..... Pso Robls 70

Women's Wearing Apparel—Retail

ANITA FROCKS 758Higuera .... Sn Luis Obspo-2794
BILLIE'S TOY & BABY SHOP
856 Monterey ..... Sn Luis Obspo-2628-W
Chambers Dress Shop 1214 Park ..... Pso Robls-74
CHRISTINE'S 787Higuera ..... Sn Luis Obspo-504

DOKO'S VARIETY STORE
Complete
VARIETY STORE
Women & Children's
Wearing Apparel
Price & Pismo ..... Pismo Bch-51

Harding Dorotha M Dress Shop
636Price . Pismo Bch-324
Kipper's 853 Higuera ..... Sn Luis Obspo-207

LACTERMAN'S
Where You Will Find Nationally Advertised
COATS - SUITS - DRESSES
FURS & ACCESSORIES
POPULAR PRICES
"Where Fit Is Always Guaranteed"
728Higuera ..... Sn Luis Obspo-1285

Little Shoppe The 999 Higuera . Sn Luis Obspo 1939-J
MOTZ STYLE SHOP
Margaret McNeil-Prop
856Higuera ..... Sn Luis Obspo-1054
RILEY'S 749 Higuera ..... Sn Luis Obispo 36
Ru-Mae Shoppe
Mary Hammack Smith-Prop
1123 Chorro ..... Sn Luis Obspo-1718
Smith Leonore M 126Branch ..... Aroyo Grnde-9
Vogue The 1233 Park ..... Pso Robls-70

Wood

Elisarraraas T ..... S Margrita 26-J
Ferguson Ernest Cayucos-43
Guerrero Lino 1429 Riverside Av ... Pso Robls 702-W
WEBSTER JACK
Wood That Burns
Grand ..... Aroyo Grnde 240-F-13

Woodworkers' Equipment & Supplies

Eby Machinery Co The 2635 Peralta Oakland
(Toll) Call "Operator" for ..... Templebar 8687

Wrecking—Automobile

See Automobile Wreckers

Yarn—Retail

Castle Weave Shop The 433-5th ..... Morro Bay 3212
Hamilton J E 718 Higuera ..... Sn Luis Obspo-49
Marion's Yarn & Infants Wear Shop
1322 Spring ..... Pso Robls 339-M
Singer Knit & Art Shop
Expert Knitting Instruction
718 Higuera ..... Sn Luis Obspo-49

Consternation

Inspiration

You'll find it in the YELLOW PAGES

Want to find a fixer in a hurry? Take your troubles to the Classified Directory in the telephone book. Those Yellow Pages are quick passports to everyone in town who sells or serves. Use the Yellow Pages often—they save you time and trouble.

Rejuvenation

The Pacific Telephone and Telegraph Co.

BELL SYSTEM

CALIFORNIA TELEPHONE DIRECTORIES

WHITE PAGES

LOCALITY: San Luis Obispo County (except San Luis Obispo City), Adelaida, Arroyo Grande, Atascadero, Avila, Avila Wharf, Cambria, Camp Roberts, Camp San Luis Obispo, Cayucos, Circle M Ranch No.2, Hacienda, Morro Bay, Nipomo, Oceano, Pacific Valley, Parkfield, Paso Robles, Pismo Beach, Port San Luis Wharf, Salmon Creek, San Miguel, San Simeon, Santa Margarita, Shandon, Shell Beach,Templeton, U.S. Lighthouse Station, Willow Springs Maintenance Camp

YEAR: February 1947

ALPHABETICAL TELEPHONE DIRECTORY

FOR SAN LUIS OBISPO COUNTY (Except San Luis Obispo City)

Please see page 3 of the Introductory Section for a complete list of the cities, towns, communities and toll stations included in this directory.

FEBRUARY 1947

ADELAIDA

(For Subscribers see Paso Robles)

ARROYO GRANDE

J. E. Gooding, Manager

BUSINESS TRANSACTIONS WITH TELEPHONE CO.

The Pac Telephone & Telegraph Co
Business Office 968 Monterey St San Luis Obispo
Ask Operator for.....Business Office
(No charge for calls to Business Office)

Payments in person and personal visits

The Pac Telephone & Telegraph Co.....Bridge St
Arroyo Grande

A

Agueda Henry 401 Traffic Wy.....91
Agueda's Shell Service Station 101 Hwy.....92-W
Allen Geo W Southern Counties Gas Co
Pismo Rd.....137-F-11
Altamirano Annie r Oceano.....258-F-15
Andrews R W r.....216-F-3
Angello Carl grocer Oceano.....231-F-4
Arcano A S r Oceano.....234-F-24
Arroyo Drug Co 130 Branch.....46
Arroyo Electric 134 Branch.....109
Arroyo Grande Bakery 104 Branch.....248
Arroyo Grande City of
Fire Department 215 Branch.....75
Police Department 215 Branch.....75
Arroyo Grande Commercial Co 303 Branch.....202
Arroyo Grande Public School Valley.....213-W
Arroyo Grande Truck Co 201 WBranch.....64
Arroyo Grande Union High School Branch.....260
Arthur Chester A r Oceano.....233-F-21
Ash Albert H r Oceano.....233-F-5
Axtell Frank C Dr r.....261-F-11
Azevado John M r.....219-F-5

B

Bailey C I r 227 Le Point Av.....214-J
Bair Clarence M r Huasna.....225-F-14
Bakeman Z r Huasna Rd.....232-F-2
Bakers Store Grand Av.....223-F-14
Bank of America 100 Branch.....16
Bardin Hugh r 327 Mason.....294-M
Barnes George E r.....219-F-3
Barnes M F r 126 Short.....69
Bates Edgar L r 202 Whiteley.....298
Baxter Ernestine Mrs r.....224-F-3
Baxter J E truckng.....240-F-21
Bayer John W r Oak.....67-M
Beck Bros Boat Shop Oceano.....231-F-3
Beck Pete r Oceano.....231-F-2
Beck Ralph E r 182 Allen.....88-W
Beecham Thos poltry Fair Oaks.....228-F-3
Beitler Antone r.....235-F-11
Bell Angie Mrs r Traffic.....204-W
Bell R U r CherryLn.....26-J
Bello Kenneth r Berros.....139-F-13
Belsit Clara r Oak & Grande Av.....115-J
Bennett F E r 128 Nelson.....65
Bennett R M grocer 122 Branch.....8-J
Bennett Ralph r 567 Crown.....19-M
Benton Ernest r 551Branch.....4-M
Berlin Beatrice I Mrs r 313½Traffic.....23
Berry's Family Laundry Oceano.....258-F-3
Bertrem J R paintng contr 559 Traffic Wy.....70-J
Betita Manuel M r 311 S Mason.....295-R
Biddle John F r rnch Music Rd.....226-F-12
Bishop R A r 158 Allen.....74-W
Bishop's Garage & Radiator Shop 148 Allen.....74-W
Black J J Mrs r Cornwall.....292
Black Oscar C r Oceano Rd.....135-F-4
Blanchard Avery water well drilling Oceano.....231-F-5
Blas L P r.....221-F-4
Boden Geo W Oceano Celery Distrs Oceano.....272-F-2
Bognar's Poultry Ranch Fair Oaks.....228-F-2
Bommelman M C r.....293-F-2
Bonjour J W Poole.....133-W
Bosch Frank E Mrs r 121 Nelson.....45-J
Bosse Katie S Mrs r 136 Bridge.....10-J
Boswell Clifford E r.....234-F-22
Braden E B r 543Branch.....288
Branch E A Mrs r 435 Le Point Av.....290
Branch J F r Branch.....221-F-2
Brisco L A lumber 101 Hwy.....238-F-2
Brisco L A contr 105 Nelson.....40
Brisco Service Station 147 Bridge.....45-W
Brooks Donald R r.....228-F-11
Brown Eugene r Oceano.....261-F-13
Brown Harry W r Myrtle.....26-M
Brown W N r.....225-F-4
Buck E L Mrs r 563 Le Point.....281
Buckland's 101 Auto Court 101Hwy.....127
Bud & Bill's 112 Branch.....285
Buford M M r.....238-F-4
Burgan Minnie M r 302 Mason.....30-R
Burgan N V r 318 Mason.....128-M
Burnett Bearl Mrs r 536CrownHill.....96-J
Burrell Clarence r 304 Mason.....94-J
Burt Geo A r.....216-F-14
Buzz Barber & Beauty Shop 108 Branch.....57
Byrd A J Rev r Grand Av.....261-F-23

C

Cabral Manuel r Verde Canyon.....254-F-11
Caier Albert r.....217-F-2
Caldon H G r Huasna.....117
Calif State of
Dept of Natural Resources
Division of Fish&Game 129 NMason.....268
Callow David K r Oak & Elm.....211-F-4
Campfield's Market.....240-F-2
Campodonico Frank r Berros.....224-F-4
Carlberg Henry K r Halcyon.....242-F-21
Carpenter Lyle F r.....136-F-2
Casteel Mae Mrs r.....211-F-12
Catholic Church 128 W Branch.....83
Cattoir John r.....217-F-4
Chase Frances L Mrs RN r.....242-F-4
Childers Evan r Halcyon.....234-F-21
City Hall 215 Branch.....59
Clark Fred W Feed Co 135 Traffic.....200-W
Clayton Leonard B r.....137-F-5
Clevenger Henry L r 111 S Mason.....214-R
Close A A poltry Grand Av & 14th.....223-F-2
Coale Ellis r 140 Allen.....201-W
Coats W R elec 139 Bridge.....291
Coe Larry F r.....221-F-14

Collett Beauty Shop Grand Av....138-F-4
Collum E J r Fair Oaks....228-F-13
Community Church....223-F-23
Conrad Ben D San Luis ObispoCounty of Railroad Av..273
Conrad Ben D r Bridge....270
Conrow A L r....219-F-4
Conrow Clayton L r 230 WBranch....116
Conrow M W r....222-F-11
Cook E D r Tally-Ho....241-J
Cooke C E gar Grand Av....136-F-12
Cook's Don Garage Tally Ho Rd....241-W
Cookson H N Dr phy&surg 154 Traffic Wy....100
Corey Bertha I Oceano....230-F-11
Corey Hap r Oceano....230-F-11
Corey Jack Oceano....230-F-11
Corey Norma Oceano....230-F-11
Costa Frank r Traffic Wy....251-J
Cottage Bakery Halcyon & Grand....141-F-11
Cottle Leo r 546 Ide....295-W
Covert Gail r 562 Crown....110
Covert & Linstrum rl est 203 Bridge....110
Cox H E r 610 Le Point Av....212-W
Cox H M electrl contr....221-F-11
Cozy Corner Motel 554 Traffic Wy....259
Crakhill M E r Cornwall....67-R
Cudlipp Rowena r Oceano....256-J-15
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J. E. Gooding, Manager

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Telephone Calls, mail payments and correspondence

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Paso Robles
Ask Operator for....Business Office
(No charge for calls to Business Office)

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Benedict Lena A Mrs r N Hwy....294-J
Bennett Emma r 101 Hwy....365-W
Bernhoff Eleanor r SombrillaAv....18-R
Berry R F r Yesal Av....53-W
Berry Wm r Capistrano Av....330-M
Bertram Loyd r Portola Av....210-W
Betty's Beauty Shop Ketch Bldg....36
Bishop Jean A Mrs r Nogales Av....291-J
Bissell Chas M r Palma Av....68-J
Bissell J H r Snta Ynez....184
Blakeslee Maude r HighSchoolCottage....204-R
Blanchard Ruth E r Ensenada....330-R
Bland Albert M r Sn Benito Rd....231-W
Bliss J D r Curbaril Av....352-J
Bliss L D Mrs r Portola Rd....159-W
Blomgren Earl r Del Rio Av....216-R
Blundell Albert Sr r Del Rio Av....218
Blundell Dale r Tunitas Av....72
Bobsin Louis r Snta Ynez Av....275-M
Bobsin Matilda r SantaYnez....275-J
Bobsin Vernon L r Morro Rd....276-M
Bockemuehl Virginia r Highway....302
Boelk M D r Navajo....321
Boulware Myrtle r Rosario Av....359
Bouton Cabinet & Glass Shop Del Rio Av....255
Boyd I J r Snta Lucia....188
Boydstun L L r Fresno Av....388-J
Braddock W I r Sn Gregorio Rd....265-M
Breese C M r Cascabel Rd....358-R
Bresette Harold r Sn Blas....379-M
Broomfield Ethel M FritziAnnHwy....2
Brown F Porter r Rosario Av....75
Brown Floyd B r Palma....68-R
Brown J Montgomery r Maraquita Av....190
Brown Jas C r Coromar Av....486-W
Brown John J r Sn Pedro Av....246-W
Brown O H r Atascadero Av....245-J
Brown Ora H Brownies Taxi N Highway....292
Brownies Taxi N Highway....292
Brown's Pharmacy State Hwy....51
Bruno Frank r Snta Lucia Av....4
Bryant Mary F Mrs r SntaLucia....23-J
Burgermeister Distr TrafficWy&Honda....94
Burkhardt Paul r Sn Anselmo Rd....12-F-15
Burkhart Coletta r Palma Av....339-M
Butane Service of Atascadero Ensenada Av....151
Butikofer Fred A r Portola....118

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Caldwell Marjorie r Atas Hotel....483-J
Calif State of
Divn of Highways
Maintenance Foreman Sinaloa Av....124-W
Calif Turkey Growers Assn Traffic Wy....166
Callies Harold G K r Barrenda Av....224-W
Calloway W J r Coromar Av....486-R
Calvert Eva Mrs r Highway....86-W
Calvert Mildred B r Atascadero Av....250-W
Camel Oil Co S Highway....236-J
Cameron R J r Paradise Vly Rd....334
Cameron Roberta M r Paradise Vly Rd....334
Campbell L Neil r Carrizo Rd....73-J
Cann R r Portola Av....39-W
Cannon J A r N Highway....223
Carleton Lola r Sn Anselmo Rd....349-J
Carlton C R r Barrenda....78-W
Carlton Furniture Co 101Hwy....374
Carlton Hotel Hwy....177
Carmack Henry E r Snta Ysabel Av....189-J
Carmack Noel E r Sandoval Av....319-R-12
Carron Earl G r Al Cantara Av....347-R
Cassady Esther r EnsenadaAv....285-J
Chamberlin D W r Olmeda Av....26
Chambers L L r Conejo Rd....71-M
Champion John D Mrs modiste Palma Av....63-J
Chaney Frank P r DelRio....249-W
Charis Corsetier Atas & Sn Gabriel Av....153-J
Chelquist Clifford Capt r S Hwy....242-M
Christensen Alice Mrs r Snta Rosa Rd....35-J
City Service Electric Co Traffic Wy....65-M
Clark Hartley r Portola&SntaLuciaAv....88
Clark Helen G Mrs r Colima Rd....349-W
Clark J S r Snta Rosa Rd....211-R
Clark W E r S Highway....355-J
Clark's Plumbing Highway....30
Clay Ernest L watr softeners River Rd....259-M
Clayton W W B Burgermeister Distr
TrafficWy&Honda....94
Clemence V L r State Hwy....48-W
Clock Shop S Hwy....489-W
Colombo J F r Olmeda....392-W
Cook Fred r N Highway....73-R
Cook Steve r Miramon Av....372-J
Cooper Eric B r ParadiseVlyRd....44-F-11
Cordry Emma r SanGabriel....257-W
Cornelius Elsa R rl est N Highway....300
Cornelius Elsa R r Delzura Av & Bajada....145-R
Cornell Dani J acct Traffic Wy....235-W
Cornell W E r Sonora Av....221-M
Correll Dora Mrs r Palma Av....585-W
Craig Rowena Hannan Mrs r Snta Lucia....273-R
Crosby Richard T r Magdalena....253-M
Cryder F J auto reprng Morro Rd & Snta Ynez....47
Cuppers Ethel r RamonaAv....40-R
Curneen F E r Ensenada Av....328-M
Currier E J r Ardilla Rd....12-F-4
Currier L R r Ardilla Rd....12-F-3
Cyr Frank E r Palma....350-J

D

Dammers Chas H r Morro Rd....208-M
Dan's Shoe Shop Highway....280-M
Darling Chas M Mission Auto Supply
Bajada Av....393-J
Daughtry Sadie L r Ensenada Av....104-M
Davis Betty L r San Jacinto Av....309-R
Davis Chas F r Atascadero Av....211-W
Davis Ray r Olmeda Av....187-W
Davis W J r Snta Rosa Rd....581-J
Dean W M r ColoradoRd....127-J
De Arman Paul r ArdillaRd....322-M
Decker L Albert r SHwy....310-R
DeCou Jerry W Jr r Marchant Av....347-W
Dee Carson M r Sinaloa....383
Dell Auto Court 101Hwy....332
Dewlaney C W Dr dntst S Highway....82
Dickenson C H r Alamo Av....196-J
Dillon's Heating Service Hwy....200
Dixon Geo r RiverGardens....249-J
Dodge Roy r Rosario Av....287-M
Doheney Marie Mrs r S Hwy....137-R
Donatelli A r Atas & San Gabriel Rd....205-M
Dooley Ethel r SntaRosaRd....3-W
Dorgeloh Dale D r San Pedro Av....395-R
Doser Ruth Miss r N Hwy....215-W
Dowell Edith E r Atascadero Hotel....487-W
Dugan R W r Atascadero Hotel....313-W
Dulaney Stella r Traffic Wy....395-M
Dulitz Alice r Marchant Av....264-W
Dulitz John A r Sn Gregorio Rd....265-J
Duncan Geraldine Mrs r Marchant Av....293-W
Duncan W H r Sinaloa Av....121-R
Duniven Jas r Arcade Rd....86-M
Dunn Geo W r SantaYnez....316-J
Dunn Max fire dept TrafficWay....56
Dupertuis Jean r N Highway....25-W

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Eagle Ranch Atascadero....71-F-22
Eastman John H Transportation & Storage
N Hwy....171
Edlavitch M L r Marchant Av....495-J
Edminster O M r Amerivet Memorial....315-J
Edwards Grocery N Hwy....488-W
Eells W L Mrs r Arcade Rd....114-J
Eifort Jack E r Del Rio Rd & Potero....58-J
Eisenbise Chas W r San Gabriel Av....173-W
Ekegren A A r Rosario Av....331-W

El Camino Auto Lodge N Highway....238-J
Elliott Dudley C r Rosario Av....233
Elliott's Pharmacy Highway....34
Ellis John S r Monterey Rd....389-W
Elmore Harold L r Monterey Rd....389-R
Engel Bertha A Mrs r N Highway....289
Estes Fred N r Curbaril Av....53-M
Evans John M r Barrenda Av....29-W
Evans Richard Mrs r Atas Hotel....483-W
Evans & Son gar S Hwy....85
Ewalt W B r S Highway....22
Ewing R H r Olmeda Av....307-W

F

Farnsworth R E r Marchant Av....495-W
Farrington's Feed&Supply Hwy....193
Fauver Neva Mrs r Snta Ysabel Rd....76-R
Feliz J S r Sinoloa Av....91-M
Fenny Everett r Maraquita Av....303-W
Ferguson N D r N Highway....183-J
Ferguson R A r Sn Gabriel Av....256-R
Ferneyhough Wm r Ardilla Rd....322-J
Finch Geo B r Portola Rd....277
Fire Department TrafficWay....56
Firestone Stores tires Hwy....385
Fisher K M Mrs r Palma Av....68-W
Fisk Wm r Bajada Av....122
Flakus C J r Morro Rd....208-M
Foley Wm J r N Hwy....381-M
Ford's Mushroom Farm Eaglet....70-M
Forsyth Ann Mrs r SanGregorio....228-W
Foster G A r S Hwy....365-R
Foulk A L Maj r Curbaril Av....586-W
Fox G W r Snta Lucia Rd....23-W
Francis Edw K r Bajada....254
Frandsen Frank Mrs r Portola Rd....250-R
Frank Fred r Monterey Rd....198-M
Fraser Annie Mrs r N Hwy....585-J
Freeman Irene r Serra Av....361-M
Frenes Robt A r Cristobal....112-R
Frenette's Service S Hwy....355-W
Freydl E J r Magnolia Av....274
Friesen Lloyd R r Snta Ysabel Av....352-W
Fritz J C r Navajo Av....276-J
Fritzi Ann Highway....2
Frost E R W r Snta Lucia Av....157-M

G

Galli Lee r San Anselmo Rd....389-J
Gambel Wilbur r S Hwy....319-R-11
Garcia Tony Garcia's Homemade Tamales
Coromar Av....113-M
Garcia's Homemade Tamales Coromar Av....113-M
Garrett Chas r Hwy....282-R
Garrison W B r SanGabriel....308-M
Garrity Thos r Portola....210-M
Garrity W C r Portola Rd....210-R
Gates John H r Sn Andres&Snta Ysabel....76-M
Gee Charles Mrs r SntaYnezAv....360-W
Gee Chas E rl est TrafficWay....333
General Electric Appliances
Atas Garage Bldg....490
Gervais D r Sn Gabriel Rd....308-J
Gibson F M r N Highway....40-W
Gillis John r Rosario....65-W
Gills E W r S Highway....3-J
Gilstrap Roy r Olmeda....214-R
Gleason Dwight r Paradise Vly....44-F-3
Glen Oaks Grocery SHwy....377
Glimp H B r SanGabriel....257-R
Glosser Alice r Atascadero Av....132-R
Glosser Phillip r Hwy&SnJacinto....336-M
Goerke Carl r DelRio....262-R
Goodell W J r Traffic Wy....309-J
Goodell's Auction Sales Yard S Hwy....482
Goodnight Charles H Dr r PortolaRd....329-J
Goodrich Russell C r Atascadero Av....584-W
Goodwin Chas E r EagletHeights....114-M
Goodwin Harrison B r NHighway....40-J
Goodwin Jas r River Rd....391-R
Goodyear Tire Service N Hwy....398
Gordinier J D r Hwy....373
Goss C R r Marchant Rd....495-R
Gow Katherine Mrs r Curbaril Av....584-M
Grabenstein Jacob r Miramont....372-M
Gray A L Tasco Serv Stn SHwy....99
Gray Alvin r S Hwy....134-W
Gray Harry S Funeral Chapel&Crematorium SHwy....98
Graybill Roy W r San Gabriel Rd....343-W
Green Fred E r Serra Av....138-W
Greenaway David J r Alcantara Av....386-J
Greene Myrtle A Dr r Ramona Rd....344-M
Greene Roland L r Ramona Rd....344-M
Greeson B L r Sn Andres&Navajo....158-W
Greyhound Bus Depot Highway....237
Grisanti Hardware Hwy....580
Grove Auto Court N Hwy....336-R
Guches Geo r Rosario....354-M
Guest Richard r Santa Lucia Av....348
Guinn C L r SnGabriel....343-J
Guy Lester r Morro&Portola....293-J
Guy Lester L r Sinaloa Av....353-J

H

Haberkern Chas F r S Hwy....319-R-3
Hagle-DeCou Lumber Co S Highway....43
Hagle Ralph r Rosario Av....260
Halden Duke r Portola....293-R
Hale Girard Van B r Eagle Ranch....71-F-21
Hamann J M r Portola Rd....165
Hannan Rowena r Snta Lucia....273-R
Hansen Charles T Atas Motor Lodge S Highway....243-J
Hanson W E r Tunitas Av....17
Hardesty E E r Snta Ynez....278-J
Hardy D E r Del Rio Av....216-M
Harmer John E r Snta Ynez&Navajo Av....281-W
Harmon M E r Cascabel Rd....358-W
Harrison J F r N Highway....271-W
Hart Ross E r Navajo Av....263-R
Harter Chas E r Atascadero Av....269-W
Harter's Highway....28-W
Hartley Percy B r Route 1....80-F-11
Hartranft C A hse paintng Hidalgo&Dolores....364-J
Hartsell W H r....12-F-11
Hathway Ella r Atascadero Av....131-R
Hawkins Chas P r Olmeda Av....335-M
Hawley Herbert r Snta Rosa Rd....288
Haynes Poultry Ranch Eaglet....378-W
Hegstrom J R r DelRio....296-M
Heilmann Bros River Rd....259-W
Heilmann Hans r Riverroad....226-R
Heilmann Kurt r Rancho Atascadero....217-J
Helen's Beauty Salon Traffic Wy....146
Henderson Brokerage Co Highway....194
Henderson G Earl r S Hwy....243-R
Henrekin D E r Barrenda....29-M
Henry A H r NoHighway....88-F-4
Henry Hervey A r....391-J
Herrmann Fred r N Hwy....71-R
Hess Fred C r Carrizo Rd....271-J
Hessel Dessie Mrs r Sn Gabriel Av....256-J
Hessick Poultry S Hwy....251-W
Hewitt Harry r MaricopaRd....338-J
Hickerson Thos F Rev r El Bordo Rd....70-W
Hicks Harold r Casabel Rd....358-J
Hier-Johnson C ins Hier Bldg....28-J
Higgins Ethel L r Portola Rd....250-M
Highfill Thompson N r Portola Av....326-J
Hi-Hat Cocktail Lounge Highway....164
Hilton Elroy A r Miramon Av....230
Hinman Ralph S r Conejo Rd & Hwy....324-J
Hobbs E first Miramon Av....54
Holler Geo r N Hwy....369-R
Holtzbauer F J r NavajoAv....208-W
Hooper M F r Olemeda Av....144
Hoover W A auto reprng SntaLucia&Portola....241
Hopper E E r Morro Rd....227
Hotel Atascadero S Highway....197
Houchin Edda r Barrenda Av....224-J
Howle Fay Mrs r Highway....339-J
Humphrey Ray V r SntaYnez....276-W
Hungerford W C r Magdalena Av....203-W
Hunter Chas C r Portola Rd....583-J
Hutcheson Barbara Mrs r Fresno....87-M
Hutchison Marcella r Atascadero Hotel....487-W

Huxford Ted r Serra Av....361-J
Hylton J Paul r Sn Gabriel Av....308-R

I

Inman Ivan C r Palma Av....339-W
Isbell Ralph C Rev r MagnoliaAv....285-W
Iverson Helen r Atascadero....131-W
Iverson Richard r Atascadero Av....132-M

J

Jarvis P D Atascadero Guarantee Building-Loan Assn Highway....147
Jarvis P D r Sn Pedro Av....150
Jay W O r Snta Lucia Rd....111-R
Jenkins Bert r....53-R
Jermin Thomas E r Tunitas Av....323-W
Jewett B C r Snta Ynez Av....361-W
Jiffy Cafe Hwy....337
Johansen E rock & sand Sn Vincente Rd....225-R
Johnny's Inn&Motel NHighway....155
Johnson Billie used cars Mamiceto....499-W
Johnson C Hier r Maricopa....148-W
Johnson G A r Sinaloa Av....137-J
Johnson Mary r N Highway....344-W
Johnson Realty Highway....280-W
Jones Chas M r Eaglet Heights....270-W
Jones J E r S Hwy....340-M
Jones Lourena A r Marchant Av....495-M
Jones Robt C R r Ensenada Av....62-W
Joslin J M r PortolaRd....206-J

K

Kathleen's Beauty Studio N Hwy....19
Keller J Edw r Sn Benito Rd....129-M
Keller R B r SantaYnez....204-M
Kenney Bert r N Highway....271-R
Kenney Rowland r Sn Gabriel Rd....497-J
Kenny Jas S r Portola Rd....390-R
Kester M S r Ensenada Av....62-J
Killion L E r Honda&Barrenda Av....203-M
Kimber Poultry Breeding Farms Snta Cruz Rd....42-W
King D L Mrs r Traffic Wy & Olmeda Av....388-M
Kisella Jos r Yesal Av....217-R
Klein Chas W r Coromar Rd....113-R
Knutson Edward C r Route1....80-F-2
Knutson Knute A r River Gardens....367-J
Koch Frank L r Capistrano Rd....328-W
Koolman C B r Barrenda....387-W
Kramer Alida Mrs r Navajo Av....275-W
Kratz John r Curbaril Av....121-W
Kullgren Apts Alamo Av....152
Kullgren Wm r Alamo Av....212
Kunkee A F Atascadero Hardware Traffic Wy....133
Kunkee A F r Nogales Av....55-W
Kyle Charles r RiverGardensRd....364-W

L

Lafferty M R r Olmeda Av....323-M
Laing J A r Palma....392-J
Lalis Ernest P r Ardilla Rd....282-J
La Moda Theatre State Hwy....143
Landry Gordon H r SntaRosaRd....117-M
Lane Emma M Mrs r Eaglet....114-W
Lane John C r Junipero....106
Langston J L r Sn Rafael Av....127-W
Langworthy Clyde r NHwy....324-W
Larder Geo r Snta Cruz Rd....58-R
Larsen Hans Oakwood Auto Camp Tunitas Av....229
Larsen Harry B r Snta Ana Rd....111-W
Lawrence T H r Snta Rosa Rd....35-W
Ledbetter Jack M r ParadiseVly....44-F-6
Lee Quinton C r S Hwy....318-J-1
Lehmann Fred G r Snta Rosa Rd....96-M
Leichty Eva Mrs r Snta MargaritaGardenFarms....80-F-21
Leverenz Walter r N Highway....40-M
Lewis E G r Highway....1
Libbey C J r Hidalgo Av....312-W
Lightbody E C Mrs r Eaglet Hts....242-J
Lindsay M F r CoromarRd....301-R
Little Siesta Motel SoHighway....380
Locke Cabinet Shop N Hwy....247
Locke F C r Olmeda Av....68-M
Locke J F r Maricopa Rd....12-F-2
Log Cabin Cafe S Hwy....9
Loose Kathleen r River Gardens....367-J
Loosemore John r N Hwy....384-J
Lord Donald J r PortolaRd....250-J
Lorenz H C r Del Rio Av....216-W
Lumley Harry r Portola Rd....232
Lund I L r Alcantara Av....264-M

M

Mack L A r San Jacinto....588-W
Mac Millan Elsie r N Hwy....381-W
Mac's Liquor Store N Hwy....384-W
Maddalena Clem r SntaRosa....220-J
Maize Coy A r Snta Ysabel Av....115-W
Maize John H r Monterey Rd....389-M
Mallett's Refrigeration Service SHwy....304-W
Mann M R r PortolaRd....310-J
Manning Irwin r Vallee Rd....221-W
Manning W W r Sombrillo Av....272
Mansfield M Eileen r S Hwy....128
Martin Frank B r....44-F-5
Martin W P r SntaYsabel....315-W
Marx Louis r Ensenada....151
Mason Rosa E r N Hwy....97-R
Mattice Bros Atascadero Motr Serv 101Highway....368
Maxwell Walter R r S Hwy....340-W
Mazza Chas r PortolaRd....37-R
McClain Martha E r Rosario Av....396-M
McClellan G W r Navajo Av....32-R
McCoy Mary L r ArdillaRd....8
McDaniel A r SntaLuciaRd....111-J
McDonald Frances r Portola Rd....366-R
McFarland E F Rev r DoloresAv....225-M
McFarland H W r N Highway....231-M
McGarvey C W r Atascadero Av....327-M
McGarvey H phy&sur Entrada Av....116
McGarvey H r Sn Gabriel Rd....46
McGucken E L r Palma Av....68-W
McKelvey Henry B plmbr....80-F-5
McMahan Furniture Co Hwy....590
McMullin J F r Palma Av....339-R
McNeil Harry r Honda Av....279-R
McNeil Lewis J r Portola Rd....248-J
McNeil R B r Navajo Av....275-R
McPherson E I Mrs r N Hwy....397-R
Mees Geo r Atas & Sn Gabriel Av....205-J
Merigold L A Mrs r State Hwy....344-J
Michael's Service Station & Restaurant S Hwy....493
Miller C E r S Hwy....310-W
Miller Campbell S r Sn Benito Rd....88-F-3
Miller Donald C r Snta Ynez Av....360-R
Miller E F r Tunitas Av....320-W
Miller J L r SanBlasAv....257-M
Miller & Oliver jwlrs Hwy....244-W
Miller Ray A r Sn Anselmo Rd....346-J
Miller Wm C r Sn Anselmo Rd....346-W
Milligan E S r Portola Rd....80
Mills Ervin E r Rosario Av....396-W
Mills Maud S Dr S Highway....103
Mission Auto Supply Bajada Av....393-J
Mitchell Marie C Mrs r Mariquita....341-M
Moen A R r Snta Ysabel Av....18-M
Moeny Oliver E Rev r Palma Av....335-W
Mohart Harold A r Portola Rd....583-W
Monahan R J r Rosario Av....196-M
Monday W A r Sn Gregorio Rd....265-W
Monett L F r Curbaril & Sombrilla Av....121-J
Moore Douglas r Ensenada&CapistranoAv....234-M
Moore George H blacksmith State Hwy....52
Moore George H r Portola Rd....131-J
Moore Trammell W r Rosario Av....290
Moore Wm r Capistrano Av....104-R
Moore Wm Geo r DelRio....367-M
Moore Wm J r Sinaloa Av....91-W
Moore's Home Appliances Highway....30
Morgan W H Jr r Curbaril&Atascadero Av....201-J
Mori Suzanne r Portola Rd....250-J
Morton White r Sn Gabriel Av....173-M
Morton Wm T r SnBlas....173-J

Moses H L r Atascadero Av....130-J
Mosier Geo S & M Truckng Co Morro Rd....263-M
Mosier Geo R r Ardila Rd....322-W
Moss Merlin W r SantaYsabelRd....115-M
Moss W J r SntaRosaRd....314-J
Murphy G J r Hwy....149
Murphy Paul E r Portola Rd....363-M

N

Natho Todd r N Hwy....71-W
Nelson A I r Morro Rd....316-R
Nelson Ben Mrs r Fresno Av....24-M
Nelson Edw r Olmeda Av....192-J
Nelson Julia r Sn Gregorio Rd....265-M
Neth A E r SntaRosa....314-W
Newell J P r Sn Gabriel Av....256-M
Nichols Clifford r Ensenada....104-W
Nichols J W r Country Club Dr....261-J
Nichols Vera r Ardilla Rd....390-M
Nicholson J T r Ysabel Av....18-W
Norwalk Service Station Hwy....179

O

Oakes B Pearl r Portola Rd....207-J
Oakwood Auto Camp Tunitas Av....229
Obuch T r Palma Av....185-M
O'Dell M D r Morro Rd....32-M
Oden X Z r Olmeda....192-W
Oglesby Loris C r Snta Ynez Av....283-J
Oliva Chas r Snta Rosa Rd....3-M
Oliver Homer E r Rosario & Marquita Avs....307-J
Olsen Elmer r S Hwy....258-J
Olson Harvey r Barrenda Av....224-M
O'Malley Edward A r Atascadero Av....269-R
O'Reilly E L r Eaglet Ranch....318-R-2
O'Reilly E L r Sn Rafael Rd....109-J
Ostini Lee r HappyVly....202-M
Otto H W r PinoSolo....3-R
Other Important Matters
Owen C H r Carrizo Rd....73-W

P

Pacific Gas & Electric Co State Hwy....45
Pac Telephone & Telegraph Co The
Business Office 717-14th Paso Robles
Ask Operator for....Business Office
(No charge for calls to Business Office)
See Introductory Section for Service Calls and
Pack A H r Navajo Av....587-W
Palmer Lois G r Hildalgo Av....312-J
Palms W H r Capistrano Av....104-J
Parrish I R r SnGabrielRd....356-R
Parrish Ralph W r SanGabrielRd....378-J
Patton L J r S Hwy....109-R
Pearson Alfred H r S Hwy....319-J-11
Peck W G r Rosario Av....266-W
Pennington Max r Capistrano Av....491-J
Pennington R R r....391-W
Pennington Warren r Tunitas Av....145-M
Perrine S C florist State Hwy....63-W
Petersen Caroline Mrs r Palma Av....185-W
Petersen S L r Fresno....55-M
Petersen V J r Coromar Av....486-M
Peterson A E r PortolaRd....37-W
Peterson Doris r Eaglet Heights....270-J
Peterson E C r Olmeda Av....24-J
Peterson H E r Portola Rd....219-W
Petraeus W W Sr r SHwy....304-J
Phillips O D r PortolaRd....326-W
Pierce Bob r Portola Rd....39-J
Pierce Geo H r S Hwy....127-M
Pigott B C r River Gardens....367-R
Pilcher Lillian Mrs r Traffic Wy....395-J
Pittenger J C r Traffic Wy....77-M
Pittenger Opal Mrs r Barrenda Ter....77-W
Plagmann Mae r Navajo Av....281-M
Pollard W H r Palma Av....57-J
Poole Dale G r Sonora Av....53-J
Poole M M r Snta Rosa Rd....581-W
Porter Ernest Mrs r Marchant....325-W
Poultrymen's Co-operative Assn of Southern Calif Traffic Wy....84
Pound Fred r S Hwy....485-R
Prather Hattie r Olmeda Av....92
Pratt Leighton r Atascadero Av....347-M
Prior Cecil M El Camino Auto Lodge N Hwy....238-J
Prowse W O r Portola Rd....37-J
Pulling Fred Jr Dr vetnarian N Hwy....382
Puritan Ice Co Traffic Wy....59
If no answer call....199

R

Radke C W r Rosario Av....195
Radke Leopold r Maricopa Av....148-J
Radke's Atascadero Mkt grocery dept Traffic Wy....89
Rasbach Eddie M r Monterey....88-F-5
Rasmussen A G Mrs r Miramont....372-W
Raudenbush A E Trail-Er-In Grocry Del Rio & 101 Hwy....488-J
Reenstjerna Ralph S r Snta Lucia Av....111-M
Reese Norman E r AtascaderoAv....269-M
Reif's Farm Supply S Hwy....236-W
Renkert Ernest Sr r Portola Rd....379-W
Renton D M r Rancho Snta Catalina....198-R
Renton D M r Snta Lucia Av....157-R
Rex's Place Atascadero Hotel....298
Reyburn M D r Sinaloa Av....38-M
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Banks Fred G r 506-3d....981-W
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Barba Mike r 21st....1057-W
Barba Ramon N Mrs r 1728 Spring....245
Barba Raymond W r 411-12th....198
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Barger Irene r 529 Spring....1059-W
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Barnes Roy H Jr r 423-10th....651-W
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Barrett J A r El Pomar....34-F-14
Barrett Jos E r....7-F-2
Barron J D r 2034Vine....1093-J
Barry Tom J r 102-12th....1099-J
Barss S C r 431 Olive....743-J
Bassett Thos r 2507 Riverside Av....235-M
Bassett Vera r....18-F-11
Bauer Marie r 1535Park....1168-J
Baumbach Albert r 744 Oak....947
Baxter C J r 2105 Oak....1176-W
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Bayer Theo H r 1735Park....1534-J
Bayne Agnes J r 1515 Pine....680
Bayne Geo r....4-F-11
Bean Robt H r 420-15th....458-W
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Beaty A J r 325-14th....691-W
Beaudoin H H r 1728 Vine....725-W
Beavers Jerome r....12-F-22
Beck W W r 1938 Olive....916-J
Beeler Bernadine r 1545 Olive....46-W
Bell Geo F r 1543 Spring....948-M
Bell Kay r 1520 Pine....410
Bello Francis X r 2815 Pine....1126-J
Belmont Robt r 1045 Vine....590-R
Bence H W well drilng....29-F-3
Bennett Agnes r 843 Oak....593-R
Bennett Construction Co 1446 Spring....176
Bennett Harold E Signal Oil Co distr 1446 Spring....176
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Bennett Stanley r 520-32d....1119-M
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Bergman J r....22-F-31
Bergman Louis r Willow Crk....11-F-4
Bermingham Al r....6-F-2
Bermingham C E r....6-F-3
Bermingham Donna J r 221 Oak....350-W
Bermingham Edw G r 538 Vine....965-W
Bermingham Jim r 538½ Vine....593-J
Bermingham Robt L truckng Shandon....30-F-4
Bernard Jack F r 4 Forington Av....785-W
Bertwell John A r 636 Spring....430-W
Berry Robt r 3202 Pine....1056-M
Best Home Appliance Store 1221 Spring....284-W
Beyrle Laura S Mrs r 605 Oak....965-M
Biasotti A r Salinas....235-R
Bickell Cliff r 312-13th....1335
Bieber John r....12-F-4
Biehl Elizabeth r 1445 Oak....162-J
Bilhou Ernest r 336A-12th....1099-W
Billerbeck N A r 316 W 4th....1003-J
Billings Henry r 931 Vine....642
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Bilton W D r 1806Pine....1523-W
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Birks K R r 1622Chestnut....150-J
Bixby Otto r El Pomar....4-F-13
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Blackburn L C r 1129-21st....261-W
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Blackwell Jack Jr r 729-18th....1113
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Blair Catherine C Mrs r 207-18th....752
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Blake R plmbr 1644Riverside....1117
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Bless Lyle R r 3007 Pine....741-W
Bliss Margaret Mrs r 605-17th....559-J
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Bossert Robt H MD 1305 Vine....50-W
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Bosworth Curt N r 2802 Pine....460-J
Botts Milton A r 406-7th....647-R
Botts Victor r....20-F-13
Botts Wm T r 2835 Pine....1092-W

Boulware Henry H r 1535 Locust....276-R
Boulware Claude E r North Hwy....18-F-5
Boulware J W r 605-21st....959-M
Bousfield Jas r 1810Park....969-W
Bowdry Alberta r 1615 Riverside....267-M
Bower Mettie r 9th....965-R
Bower Shelton r 1113 Fresno....453-M
Bowers Leo L r Capitol Hill....953-W
Boyer Glenn L r 3013Pine....698-M
Boyette Jas M r 707-7th....476-J
Boyle Wm C Bill r 2926 Pine....1126-W
Boynton C A r 445 Vine....743-W
Bradford B L r 36th&Riverside....574-M

Brandon Elmer r 2813 Pine....1179-J
Branson W H r 2913 Pine....1037-R
Brazzi Carolyn D r 1421 Riverside....986-W
Brazzi Irene Mrs r 1421 Riverside....986-W
Bresette Sallie r 718 Oak....793-W
Brewster Nell r 1803 Spring....738-J
Brewster W E r 639 Oak....544-W
Brewster's Stationery Store 807-12th....30-W
Briley Jane W r....18-F-21
Brimhall Ernest L r 1955 Olive....1185-J
Brinson E J Mrs r 524-15th....1055-W
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Brown Elmer C r 541-28th....1030-M
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Brown Georgia r 722 Olive....203-M
Brown Gertrude r 2006 Olive....627-W
Brown H M r 727-17th....1188-J
Brown Joe C garage 16th&Spring....706
Brown Joseph F r....18-F-4
Brown Kenneth G r 3036 Pine....1421-R
Brown Lottie r....18-F-12
Brown Lucy r....26-F-12
Brown Margaret M r 827-20th....1198-R
Brown P A r....28-F-5
Brown Paul Rev r 41-12th....1512-R
Brown Ray N Dr dntst 612-12th....67
Brown Troy R r 1435 Vine....1321-M
Brown W O r 2634 Spring....423-W
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Buchanan A E r Capitol Hill....595-W
Buchman's Poultry 32 N Vine....1094-W
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Buckalew Robt S r 712 Park....305-R
Buckhart Dora Mrs r 731-12th....971-W
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Cadman Jack r 2909Pine....607-J
Cain Troy E r 111 Capitol Hill....26-J
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Shandon Pump Station....26-F-22
Calif Motor Express Limited 5th & Riverside Av....657

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Employment Service & Claims 720-14th....788
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Maintenance Superintendent 5th&Riverside....664
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Cameron G O r 1710 Pine....363-W
Cameron Pat Cameron's Brake & Wheel Alignment
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Cameron's Brake & Wheel Alignment
3011 Spring....170-W
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Cammack Omar L r 1927 Oak....118-M
Cammack W R r 739-23d....1197-W
Campbell K C r 604-24th....531-J
Campbell Robt r 2137Victoria....918-W
Campbell's Refrigeration Service 845-13th....1416
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Cape J E Mrs r 30th&Park....928-R
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Carpenter Art r 1819 Oak....631-M
Carpenter L H r 1817 Oak....689-W
Carr Georgia E r 2134 Riverside Av....510-J
Carr Nannie M r 110-12th....797-J
Carter Earl D Rev r Shandon....31-F-4
Carter W E Mrs r 1911 Park....192-R
Case Amusement Co 129-16th....701-R
Casper Al r 336 D 12th....1054-R
Casper William r 1528 Oak....756-W
Cass Katherine L r 1532 Olive....56-R
Casselman Earl J distr 521-5th....566
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Cauthen June r 1412 Oak....1409-W
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Chambers Edna r 1-12th....27-R
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Chesmore R C r 2319 Spring....208-R
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Chiappari Ted r 2901 Pine....943-W
Chick's Tire Service 1534 Spring....980
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Chism John H r 339-13th....1086-R
Chivington Martha r 309-15th....46-M
Christensen A Mrs r 2044 Olive....511-W
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Christiansen W G r 1845 Park....1311-R
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Claassen Ben A r....18-F-22
Claassen E W r Willow Creek....11-F-2
Claassen Edgar J r Ridgeview Dr....909-R
Claassen Ernest r....22-F-13
Claassen Gus r Willow Creek....11-F-12
Claassen Henry A r 1905 Oak....738-W
Claassen Howard r 1801 Park....1419-W
Claassen Louis r 344-14th....628-W
Claassen Wm r....667-R
Claassen's Radiator Shop 1534 Spring....909-W
Clark Florence Mrs r 528 Oak....1157
Clarke C W Co....1-F-6
Clarke R A r LomitaLinda....1305
Clarken Francis M r 735-28th....1174-M
Clarkin P C r 1001 Olive....501-M
Claus Mat r 838 Vine....37-R

Claybrook Barry r 2005 Oak....487
Clemons H P r 500-12th....687
Clevenger Lyman r Willow Creek Rd....16-F-3
Clevenger W H r 1920 Riverside....986-J
Clifford D B Mrs r 1849 Locust....264-R
Clifford Insurance Agency 727-13th....264-W
Clifton Motel 125 Spring....1140
Clinton S O r 2121 Pine....1311-J
Clow Earl L r Adelaide Rd....8-F-42
Coalwell Roy plmbr 2029Pine....1036-W
Coates Roland R r S River Rd....216-J
Coast Neon Co 1221 Riverside....616-J
Coburn G r....1-F-2
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Colyer's Jewelry 741-12th....789
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Connors Roy r 333-19th....1183-R
Conover L W r 1511 Olive....696-J
Conrad V M r 3211Pine....745
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Cordingley A R dentl technen Bank of AmerBldg....1072
Corey Jas L r 273 Pacific Av....744-W
Corippo Mel H Paso Robles Waste Disposal
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Cosby Janet R r 504-32d....1308-W
Costlow Troy L r Mountain Springs Rd....25-F-2
Cottage Motel 2206 Spring....1153-W
Cousins Jas I grain dlr 822-13th....119-W
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Cousins Robt J r 420 Oak....522-M
Cowan Pomp Mrs r 2020 Riverside....105-R
Craig F L Sheet Metal & Plumbing 1224 Pine....130-W
Craig F L r 531-30th....586-R
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Crawford Elmer r 730 Oak....634-W
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Cropper Sidney C truckng 1935Vine....644
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Crowe F K r 3217 Pine....1307-M
Cruze Rosie M r 1228-11th....1175-W
Cryder Emma r 711 Oak....1327-J
Cuendet F blacksmith 1304 Railroad....130-J
Cuendet F Mrs r 1340 Vine....526-M
Culligan Soft Water Service 1536 Vine....248-W
Cummings F R r 1045 Olive....345
Cunningham John W r 2238 Olive....622
Cunningham Wm H Mrs r 108 W11th....486-M
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Dahl Bros Garage 3405 Spring....1060
Dahl Delmer r 3439 Spring....429-J
Dahl Joe r 203-15th....1199-M
Dale Ina M Mrs r 1109 Vine....590-M
Daman H B r 411-13th....291-M
Damron J Franklin r 101 Pacific Av....374-J
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Daniels Russell R r 738 Vine....1038-W
Daniels Walter E r 615-26th....968-J

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Darnall Clifton D r 3113 Pine....1317-J
Dauth Lester C r 406-16th....1080
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Davies Gilbert K r Cholame....15-F-11
Davies Harry W r 608-13th....538-M
Davies Kenneth r....15-F-23
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Davis Clara r 1003-20th....684-J
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Davis R L Davis Plumbing Serv 3302 Pine....441-W
Davis W E Rev r 1819Pine....661
Davis Wm Clinton r 3011 Pine....732-W

Davison Lloyd C r 1944Vine....940
Day Clarence G r 1622 Oak....483-M
Day Della M Mrs r 1520 Olive....287-J
Dean J I r 1753 Filbert....1159-W
De Chaine Bob Insurance Agency 733-12th....129
DeChaine D R r 1401Chestnut....533-W
De Meritt H E r 2145Park....558-W
DeNike Howard J r 2902 Pine....607-M
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Dennis C A r 1804 Spring....1419-R
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Derby Mabel Miss acct 623-2d....1164-W
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Diener John r 1511 Oak....1165-W
Dittman C W r....12-F-11
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Dobson Arthur J r 1322 Olive....993
Dodd Ed r Klau....8-F-12
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Dodd Raymond E r Adelaide....8-F-24
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Douglas Grace Mrs r 520 Olive....647-W
Douglas James M r 1301 Chestnut....1033-M
Douglas W F r 2630 Spring....508-R
Dow Benjamin Franklin r 3001 Pine....1154-J
Dowden Ray L r Shandon....30-F-2
Doyle Alice r 619-20th....125-M
Doyle H F r 823-17th....363-M
Drake Lisle Mrs r....33-F-13
Draper Leonore r 1911 Vine....215-R
Dresser W R r 1612 Oak....771
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Drew W G r....12-F-21
Duart Kenneth r 1811 Park....523
Dubost Frank r....8-F-22
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Dudley R W r 740-30th....698-J
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Dunbar Elmer r 245 Olive....737-R
Dunbar W J r 115-18th....358-W

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Duncan I S Culligan Soft Water Serv 1536 Vine...248-W
Duncan R R r ElPomar....4-F-31
Duncan Roland F r 2809 Pine....1181-R
Dundon E C Lt Col r 1236 Olive....637-W
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Dutra John r 1803 Vine....679-W
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Edmiston Harriet r 1505½ Chestnut....1428-J
Edwards Dorothy r 1820 Spring....695-R
Edwards Foster r 719 Pine....584-M
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Eells & Drews truckng 1945 Olive....1124-W
Eells Vic Willy's Garage 526 Spring....413-M
Eide Arthur r 516-24th....455-J
Eimon Paul r Kiler Canyon Rd....1-J-1
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Elliot C M r 1519 Chestnut....46-J
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Ellis Bella R r 337-19th....1183-J
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Epperly Merlyn R r 620 Vine....1043-W
Erb M E r 2124 Pine....508-W
Erdman B r 1148-17th....1063-J
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Erickson Leo r Creston....3-F-21
Erickson Will J r....7-F-12
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Erler Ed r 3017Pine....921-M
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Ernst Harold W r 25-12th....1054-M
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Ernst Will r....6-F-12
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Evans Robt r 3026 Pine....1421-J
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Fairbairn Fred Fairbairn&Renoud truckng 211-16th....674
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Foley Jas M Mrs r 3005 Pine....732-M
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Forbes Reg W r....15-F-13
Forbes Will D rl est 1627 Spring....542
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Ford J J r 405 Oak....1417-R
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Forrest Jerry r 525Bonita....1127
Fortini Louis C S Highway....1049-W
Foster Margaret r 3102 Pine....573-M
Fowler M E Mrs r 1445 Vine....113-M
Fowler M W r 1511Vine....1169-W
Fowler P D r 2145 Olive....1130
Fox Dick r 724 Vine....649-W
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J. E. Gooding, Manager

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SAN SIMEON

(For Subscribers see Cambria)

SANTA MARGARITA

J. E. Gooding, Manager

BUSINESS TRANSACTIONS WITH TELEPHONE CO.

Telephone Calls, mail payments and correspondence

The Pac Telephone & Telegraph Co....717-14th St
Paso Robles
Ask Operator for....Business Office
(No charge for calls to Business Office)

Payments in person and personal visits

The Pac Telephone & Telegraph Co....Highway
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(No charge for calls to Business Office)
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SHANDON

(For Subscribers see Paso Robles)

SHELL BEACH

(For Subscribers see Pismo Beach)

TEMPLETON

J. E. Gooding, Manager

BUSINESS TRANSACTIONS WITH TELEPHONE CO.

Telephone Calls, mail payments and correspondence

The Pac Telephone & Telegraph Co....717-14th St
Paso Robles
Ask Operator for....Business Office
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Payments in person and personal visits

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Mercer Roy r....9-F-5
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Nicols Faye r....30-J

Pac Telephone & Telegraph Co The
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Ask Operator for....Business Office
(No charge for calls to Business Office)
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U. S. LIGHTHOUSE STATION

(For Subscribers see Cambria)

WILLOW SPRINGS MAINTENANCE CAMP

Calif. Div. of Highways, Agent — Call Long Distance

Make "Phone Plans" part of your Home Plans...

built-in telephone facilities are inexpensive

Whether that dream home you're going to build is a mansion or a simple cottage, the cost of installing built-in telephone facilities during construction will be well within your budget.

Conduit (that's a metal tube concealed in the wall through which wires are drawn when your telephone service is installed) leads to locations where telephone instruments would be handiest and most serviceable. Whether your immediate need is for a single telephone, or for several, you meet it more practically and economically this way. It permits locating the instruments where most convenient. You avoid marring finished walls or bringing exposed wire along the baseboards.

We maintain an Architects' and Builders' Service at no cost to you to help you match good "Phone Plans" with your preferred Home Plans. Call on us before building begins.

The Pacific Telephone and Telegraph Co.

BELL SYSTEM

Nothing's finer than a Good Neighbor

...and that goes for a telephone party line

Just as a good neighbor on your street is always thoughtful and helpful . . .

So does a good telephone party line neighbor cooperate with you in telephone usage.

Here are a few of the ways to make sure you are a good neighbor on your party line:

- Make sure the line is not in use before you try to call.
- If you find the line busy when you have to make an urgent call, politely explain the circumstances to the person using the line. Extend the same courtesy to others you expect yourself under like conditions.
- Talk no longer than necessary; allow time between calls so that others may have a chance to use the line.
- Answer promptly when your telephone rings; always replace the receiver when you have finished using the line.

Careful observance of these points assures more satisfaction and better service on your telephone party line.

The Pacific Telephone and Telegraph Company

This is an old gag, and it isn't funny at all

No, of course it isn't funny, Mrs. Jones.

But we put you there in that unhappy predicament to illustrate what *can* happen. Here you rushed from the kitchen to answer the telephone ...and whoever was calling you hung up before you got to it.

We don't blame you for being upset.

That's why we like to remind people always to give the party called a reasonable time to answer. Wait at least six rings. That's the courteous thing to do.

The Pacific Telephone and Telegraph Company

How you can prove you're a thoughtful party line neighbor...

It's easy! Just check off your good points.

For example: You always make sure the line is not in use before dialing or jogging the receiver holder up and down to get the operator . . . . . ☐

When your call is urgent, and the line is busy, you politely explain the circumstances to the person using the line . . . . . ☐

And you never, never talk longer than necessary or make an extended string of telephone calls all at once . . . . . ☐

You always see that the receiver is replaced when you're not using the telephone . . . . . ☐

And you often remind your children about these courtesies, too . . . . ☐

So, of course you are a thoughtful party line neighbor!
And we want to thank you very much for being one.

The Pacific Telephone and Telegraph Company

How to help prevent interruptions in vital telephone service

Look for these signs. They are placed along the routes of underground Long Distance cables, running cross country, deeply buried to be fully protected from plowing and cultivation. The advantages of underground cables are numerous.

Uppermost is the fact that these cables are immune to the common perils of storm and wind. Unseen, their existence is easily forgotten. Because of this, underground cables are at times unknowingly damaged and service interrupted by construction and excavating work.

⇨ ⇨ ⇨ Here is how you can help protect these cables

If an underground Long Distance cable passes through your property be sure to establish its position clearly when leasing or renting any part of your land.

Before undertaking or permitting any construction or excavating on your land, check the position of the underground Long Distance cable to make sure the proposed work will not damage the cable and interrupt service.

In planning new irrigation facilities, consult your nearest Telephone Company office or call Toll Wire Chief if ditches or ponds are to be installed near an underground cable.

Your cooperation in preventing damage to Long Distance cables will help us maintain uninterrupted telephone service. Damage to a cable in any locality can result in failure of service from Coast to Coast.

The Pacific Telephone and Telegraph Co.

Thanks for using your Directory instead of calling Information

Every day thousands of people call "Information" for telephone numbers that are listed in the directory.

Obviously, *you* did not or you wouldn't be reading this page, and we want to thank you for your help.

Not that we mind giving assistance. When telephone numbers are not listed, we want you to call "Information." But in most cases, the number you want *is* in the directory and easy to find.

Thanks for your cooperation.

The Pacific Telephone and Telegraph Company

OUT-OF-TOWN CALLS

STATION-TO-STATION CALLS
—When you will talk with anyone who answers at an individual line or party-line telephone or private switchboard.

Station-To-Station Calls are placed by calling Long Distance or dialing Operator and telling the operator who answers the city or town you want, the out-of-town telephone number, if you have it, or the name and address under which it is listed.

PERSON-TO-PERSON CALLS
—When you want to reach a particular person, or a particular extension telephone or department connected through a private switchboard.

Person-To-Person Calls are placed by calling Long Distance or dialing Operator and telling the Operator who answers the city or town, the out-of-town telephone number, if you have it, or the name and address under which it is listed, and the name of the person, the extension telephone number or department you want.

COLLECT CALLS
Upon request, the charges on calls to most points within the Continental United States, and to certain overseas points, may be collected at the called station.

Some Rates to Out-of-Town Points

NIGHT AND SUNDAY RATES APPLY FROM 6 P. M. TO 4:30 A. M. AND ALL DAY SUNDAY

RATES ARE FOR 3 MINUTES (on Station-To-Station Calls of 25 Cents or Less, 5 Minutes)

Federal Tax is not included in the Rates

From ATASCADERO to:	Station-to-Station		Person-to-Person	
	WEEK-DAYS	NIGHTS AND SUNDAY	WEEK-DAYS	NIGHTS AND SUNDAY
Arroyo Grande, Calif.	$ .25	$ .25	$ .30	$ .30
Bakersfield, Calif.	.60	.35	.75	.60
Bradley, Calif.	.25	.25	.30	.30
Cambria, Calif.	.25	.25	.30	.30
Cayucos, Calif.	.15	.15	.20	.20
Fresno, Calif.	.65	.35	.80	.60
Hanford, Calif.	.60	.35	.75	.60
Hollister, Calif.	.70	.35	.85	.65
King City, Calif.	.45	.35	.55	.50
Lompoc, Calif.	.45	.35	.55	.50
Los Alamos, Calif.	.45	.35	.55	.50
Los Angeles, Calif.	.90	.50	1.15	.75
Merced, Calif.	.80	.45	1.00	.70
Modesto, Calif.	.85	.45	1.05	.70
Monterey, Calif.	.70	.35	.85	.65
Morro Bay, Calif.	.15	.15	.20	.20
Nipomo, Calif.	.30	.30	.40	.40
Oakland, Calif.	.95	.55	1.25	.85
Oxnard, Calif.	.80	.45	1.00	.70
Palo Alto, Calif.	.90	.50	1.15	.75
Pasadena, Calif.	.95	.55	1.25	.85
Paso Robles, Calif.	.10	.10	.15	.15
Pismo Beach, Calif.	.25	.25	.30	.30
Porterville, Calif.	.70	.35	.85	.65
Sacramento, Calif.	1.05	.65	1.40	1.00
Salinas, Calif.	.65	.35	.80	.60
San Diego, Calif.	1.20	.75	1.60	1.15
San Francisco, Calif.	1.00	.60	1.35	.95
San Jose, Calif.	.85	.45	1.05	.70
San Luis Obispo, Calif.	.15	.15	.20	.20
San Mateo, Calif.	.95	.55	1.25	.85
Santa Barbara, Calif.	.65	.35	.80	.60
Santa Cruz, Calif.	.80	.45	1.00	.70
Santa Margarita, Calif.	.10	.10	.15	.15
Santa Maria, Calif.	.30	.30	.40	.40
Santa Rosa, Calif.	1.10	.70	1.45	1.05
Santa Ynez, Calif.	.50	.35	.60	.55
Selma, Calif.	.60	.35	.75	.60
Stockton, Calif.	.95	.55	1.25	.85
Templeton, Calif.	.05	.05	Not Quoted	
Ventura, Calif.	.75	.40	.90	.65
Visalia, Calif.	.65	.35	.80	.60
Watsonville, Calif.	.75	.40	.90	.65

From ARROYO GRANDE to:	Station-to-Station		Person-to-Person	
	WEEK-DAYS	NIGHTS AND SUNDAY	WEEK-DAYS	NIGHTS AND SUNDAY
Atascadero, Calif.	$ .25	$ .25	$ .30	$ .30
Bakersfield, Calif.	.65	.35	.80	.60
Bradley, Calif.	.40	.35	.50	.50
Cambria, Calif.	.35	.35	.45	.45
Cayucos, Calif.	.25	.25	.30	.30
Fresno, Calif.	.75	.40	.90	.65
Hanford, Calif.	.65	.35	.80	.60
Hollister, Calif.	.80	.45	1.00	.70
King City, Calif.	.55	.35	.65	.55
Lompoc, Calif.	.30	.30	.40	.40
Los Alamos, Calif.	.25	.25	.30	.30
Los Angeles, Calif.	.90	.50	1.15	.75
Merced, Calif.	.85	.45	1.05	.70
Modesto, Calif.	.90	.50	1.15	.75
Monterey, Calif.	.75	.40	.90	.65
Morro Bay, Calif.	.20	.20	.25	.25
Nipomo, Calif.	.10	.10	.15	.15
Oakland, Calif.	1.00	.60	1.35	.95
Oxnard, Calif.	.70	.35	.85	.65
Palo Alto, Calif.	.95	.55	1.25	.85
Pasadena, Calif.	.90	.50	1.15	.75
Paso Robles, Calif.	.30	.30	.40	.40
Pismo Beach, Calif.	.05	.05	Not Quoted	
Porterville, Calif.	.75	.40	.90	.65
Sacramento, Calif.	1.10	.70	1.45	1.05
Salinas, Calif.	.75	.40	.90	.65
San Diego, Calif.	1.15	.75	1.55	1.15
San Francisco, Calif.	1.00	.60	1.35	.95
San Jose, Calif.	.90	.50	1.15	.75
San Luis Obispo, Calif.	.10	.10	.15	.15
San Mateo, Calif.	1.00	.60	1.35	.95
Santa Barbara, Calif.	.55	.35	.65	.55
Santa Cruz, Calif.	.85	.45	1.05	.70
Santa Margarita, Calif.	.15	.15	.20	.20
Santa Maria, Calif.	.15	.15	.20	.20
Santa Rosa, Calif.	1.15	.75	1.55	1.15
Santa Ynez, Calif.	.35	.35	.45	.45
Selma, Calif.	.70	.35	.85	.65
Stockton, Calif.	1.00	.60	1.35	.95
Templeton, Calif.	.25	.25	.30	.30
Ventura, Calif.	.65	.35	.80	.60
Visalia, Calif.	.75	.40	.90	.65
Watsonville, Calif.	.85	.45	1.05	.70

THE PACIFIC TELEPHONE & TELEGRAPH CO.
BELL SYSTEM
AMERICAN TELEPHONE & TELEGRAPH CO.

CALIFORNIA TELEPHONE DIRECTORIES

WHITE PAGES

LOCALITY: San Luis Obispo, Avila, Camp San Luis Obispo

YEAR: February 1948

SAN LUIS OBISPO COUNTY TELEPHONE DIRECTORY

FEBRUARY 1948

THE PACIFIC TELEPHONE and TELEGRAPH COMPANY

SEE INTRODUCTORY SECTION FOR EMERGENCY CALLS, AND OTHER IMPORTANT MATTERS

OUT-OF-TOWN CALLS

STATION-TO-STATION CALLS
—When you will talk with anyone who answers at an individual line or party-line telephone or private switchboard.

Station-To-Station Calls are placed by calling Long Distance or dialing Operator and telling the operator who answers the city or town you want, the out-of-town telephone number, if you have it, or the name and address under which it is listed.

PERSON-TO-PERSON CALLS
—When you want to reach a particular person, or a particular extension telephone or department connected through a private switchboard.

Person-To-Person Calls are placed by calling Long Distance or dialing Operator and telling the Operator who answers the city or town, the out-of-town telephone number, if you have it, or the name and address under which it is listed, and the name of the person, the extension telephone number or department you want.

COLLECT CALLS
Upon request, the charges on calls to most points within the Continental United States, Alaska, Canada, and to certain overseas points, may be collected at the called station.

Some Rates to Out-of-Town Points

NIGHT AND SUNDAY RATES APPLY FROM 6 P. M. TO 4:30 A. M. AND ALL DAY SUNDAY

RATES ARE FOR 3 MINUTES. Federal Tax is not included in the Rates.

Rates shown below are those in effect at the time this directory was closed for printing and are subject to such changes as may be made from time to time.

From SAN LUIS OBISPO to:	Station-to-Station WEEK-DAYS	Station-to-Station NIGHTS AND SUNDAY	Person-to-Person WEEK-DAYS	Person-to-Person NIGHTS AND SUNDAY
Arroyo Grande, Calif.	$ .10	$ .10	$ .20	$ .20
Atascadero, Calif.	.15	.15	.25	.25
Bakersfield, Calif.	.65	.50	.90	.75
Bradley, Calif.	.35	.35	.50	.50
Cambria, Calif.	.25	.25	.35	.35
Cayucos, Calif.	.20	.20	.30	.30
Fresno, Calif.	.70	.55	1.00	.85
Hanford, Calif.	.65	.50	.90	.75
Hollister, Calif.	.75	.60	1.05	.90
King City, Calif.	.50	.40	.70	.60
Los Alamos, Calif.	.35	.35	.50	.50
Los Angeles, Calif.	.95	.70	1.35	1.15
Merced, Calif.	.85	.65	1.20	1.05
Modesto, Calif.	.95	.70	1.35	1.15
Monterey, Calif.	.75	.60	1.05	.90
Morro Bay, Calif.	.10	.10	.20	.20
Mountain View, Calif.	.95	.70	1.35	1.15
Nipomo, Calif.	.20	.20	.30	.30
Oakland, Calif.	1.05	.80	1.45	1.25
Oxnard, Calif.	.75	.60	1.05	.90
Palo Alto, Calif.	1.00	.75	1.40	1.20
Pasadena, Calif.	.95	.70	1.35	1.15
Paso Robles, Calif.	.20	.20	.30	.30
Pismo Beach, Calif.	.10	.10	.20	.20
Porterville, Calif.	.75	.60	1.05	.90
Sacramento, Calif.	1.15	.85	1.60	1.35
Salinas, Calif.	.70	.55	1.00	.85
San Diego, Calif.	1.25	.90	1.75	1.50
San Francisco, Calif.	1.05	.80	1.45	1.25
San Jose, Calif.	.95	.70	1.35	1.15
San Mateo, Calif.	1.00	.75	1.40	1.20
Santa Barbara, Calif.	.60	.50	.85	.75
Santa Cruz, Calif.	.90	.70	1.25	1.05
Santa Margarita, Calif.	.10	.10	.20	.20
Santa Maria, Calif.	.25	.25	.35	.35
Santa Rosa, Calif.	1.20	.85	1.70	1.45
Santa Ynez, Calif.	.40	.35	.55	.50
Selma, Calif.	.70	.55	1.00	.85
Stockton, Calif.	1.00	.75	1.40	1.20
Templeton, Calif.	.20	.20	.30	.30
Ventura, Calif.	.70	.55	1.00	.85
Visalia, Calif.	.70	.55	1.00	.85
Watsonville, Calif.	.85	.65	1.20	1.05

From PASO ROBLES to:	Station-to-Station WEEK-DAYS	Station-to-Station NIGHTS AND SUNDAY	Person-to-Person WEEK-DAYS	Person-to-Person NIGHTS AND SUNDAY
Arroyo Grande, Calif.	$ .30	$ .30	$ .40	$ .40
Atascadero, Calif.	.10	.10	.20	.20
Bakersfield, Calif.	.65	.50	.90	.75
Bradley, Calif.	.15	.15	.25	.25
Cambria, Calif.	.20	.20	.30	.30
Cayucos, Calif.	.15	.15	.25	.25
Fresno, Calif.	.60	.50	.85	.75
Hanford, Calif.	.55	.45	.75	.65
Hollister, Calif.	.65	.50	.90	.75
King City, Calif.	.35	.35	.50	.50
Los Alamos, Calif.	.50	.40	.70	.60
Los Angeles, Calif.	1.00	.75	1.40	1.20
Merced, Calif.	.75	.60	1.05	.90
Modesto, Calif.	.85	.65	1.20	1.05
Monterey, Calif.	.65	.50	.90	.75
Morro Bay, Calif.	.20	.20	.30	.30
Mountain View, Calif.	.90	.70	1.25	1.05
Nipomo, Calif.	.40	.35	.55	.50
Oakland, Calif.	1.00	.75	1.40	1.20
Oxnard, Calif.	.85	.65	1.20	1.05
Palo Alto, Calif.	.90	.70	1.25	1.05
Pasadena, Calif.	1.00	.75	1.40	1.20
Pismo Beach, Calif.	.30	.30	.40	.40
Porterville, Calif.	.65	.50	.90	.75
Sacramento, Calif.	1.10	.80	1.55	1.35
Salinas, Calif.	.60	.50	.85	.75
San Diego, Calif.	1.25	.90	1.75	1.50
San Francisco, Calif.	1.00	.75	1.40	1.20
San Jose, Calif.	.85	.65	1.20	1.05
San Luis Obispo, Calif.	.20	.20	.30	.30
San Mateo, Calif.	.95	.70	1.35	1.15
Santa Barbara, Calif.	.70	.55	1.00	.85
Santa Cruz, Calif.	.75	.60	1.05	.90
Santa Margarita, Calif.	.15	.15	.25	.25
Santa Maria, Calif.	.40	.35	.55	.50
Santa Rosa, Calif.	1.10	.80	1.55	1.35
Santa Ynez, Calif.	.55	.45	.75	.65
Selma, Calif.	.60	.50	.85	.75
Stockton, Calif.	.95	.70	1.35	1.15
Templeton, Calif.	.05	.05	Not Quoted	
Ventura, Calif.	.80	.65	1.10	.95
Visalia, Calif.	.60	.50	.85	.75
Watsonville, Calif.	.70	.55	1.00	.85

See also Inside Back Cover for rates from ATASCADERO and ARROYO GRANDE.

San Luis Obispo County Telephone Directory

FEBRUARY 1948 ISSUE

Copyright, 1948, by The Pacific Telephone and Telegraph Company

Listings of subscribers in the Communities shown on page 3 are included in this directory.

EMERGENCY CALLS

Please determine the Fire and Police Departments which serve you.
Space is provided below for you to write in your own Emergency numbers.

FIRE CALLS

If you are served by:	*Place Call to*
Arroyo Grande Fire Dept.	Arroyo Grande 75
Atascadero Fire Dept.	Atascadero 56
Cambria Fire House	Cambria 83
Paso Robles Fire Dept.	Paso Robles 20
Pismo Beach Fire Dept.	Pismo Beach 1
San Luis Obispo Fire Dept.	San Luis Obispo 5
Templeton Fire Dept.	Templeton 2011

POLICE CALLS

If you are served by:	*Place Call to*
Arroyo Grande Police Dept.	Arroyo Grande 75
Paso Robles Police Dept.	Paso Robles 10
Pismo Beach Police Dept.	Pismo Beach 145
San Luis Obispo County Sheriff's Office	Atascadero 12 Morro Bay 2631 San Luis Obispo 2850
San Luis Obispo Police Dept.	San Luis Obispo 31
Federal Bureau of Investigation	For the Telephone Number or Address Call "Information"

My FIRE Call No._____ **My POLICE Call No.**_____

Or You May Call or Dial Operator

and ask for the proper Fire or Police Department such as "Paso Robles Fire Dept.", "Sheriff's Office," etc., and an attempt will be made to connect you with the required number.

The above list has been arranged from the best information obtainable; the Company does not, however, guarantee it to be complete, or in all cases correct.

SERVICE AND OUT-OF-TOWN CALLS

	From NON-DIAL Telephones ASK FOR	From DIAL Telephones DIAL
INFORMATION (For numbers not in this directory)	"Information"	Operator and ask for "Information"
REPAIR SERVICE (To report a telephone out of order)	"Repair Service"	Operator and ask for "Repair Service"
ASSISTANCE ON CALLS	"Supervisor"	Operator
BUSINESS TRANSACTIONS (Orders for Telephone Service, Payments, etc.)	"Business Office"	Operator and ask for "Business Office"
CALLS TO OUT-OF-TOWN POINTS	"Long Distance"	Operator
CALLS TO SHIPS AT SEA OR IN COASTAL WATERS	"Long Distance"	Operator
TIME OF DAY (The charge for "Time of Day" is the same as the charge at your regular rate for any other local call.)	"Time"	Operator and ask for "Time"

PERSONAL TELEPHONE LIST

NAME	TELEPHONE NUMBER

When exchanging for a New Directory, PLEASE TEAR OUT THIS PAGE, verify the numbers and transcribe to New Directory.

DIALING

LOCAL CALLS

1. Obtain the correct number from the latest issue of the telephone directory. If the listing is not found, please call "INFORMATION".
2. Do not dial out-of-town numbers.
3. Listen for the dial tone, then dial the digits of the number.
4. If your dial contains both letters and numerals, be careful not to confuse the red figure "0" with the black letter "O" or the red figure "1" with the black letter "I".
5. Remove finger and let the dial return freely after each digit is dialed.
6. If a mistake in dialing has been made, replace the receiver and after waiting a few seconds, lift the receiver and when you hear the dial tone, dial the complete number again.
7. If, while dialing, another party has come on the line, replace the receiver for a moment and dial the number again; otherwise a wrong number may result. If, before you start to dial, you hear the dialing of another party, tell the other party you have interfered with his dialing, then replace the receiver and make your call later.

PUBLIC TELEPHONES

Instructions are posted on or near telephone instruments. Please report any service difficulties or coin collection error to the operator. A charge will not be made on calls which are not completed.

TONES AND SIGNALS

DIAL TONE—A continuous hum, the signal to start dialing.

RINGING SIGNAL—A "burring" tone repeated at regular intervals.

BUSY SIGNAL—A steady "buzz-buzz" tone.

TO CALL ANOTHER TELEPHONE ON YOUR PARTY LINE

To ascertain the telephone number of a party on your line call or dial "REPAIR SERVICE".

MORRO BAY—To call another party on the same line, dial the code "9", followed by the last digit of your number and then the last digit of the called number and replace the receiver. Your telephone bell will ring. When ringing stops begin conversation. If no answer is received after a reasonable period, stop the ringing by momentarily lifting the receiver.

OTHER DIAL EXCHANGES—To call another party on your line, dial the listed number of the desired party. As soon as the dialing is completed and you hear the busy tone, replace the receiver. Your telephone will ring. When ringing stops, remove receiver and begin conversation. If no answer is received after a reasonable period, stop the ringing by momentarily lifting the receiver.

DIRECTORY FACTS

COPIES OF THIS DIRECTORY

Use of an out-of-date directory interferes with good telephone service, as each new issue contains many changes in numbers and listings.

Simply as a matter of good service, the Telephone Company retains ownership of telephone directories.

ERRORS

Every effort is made to make the directory as accurate as possible.

The Company, however, assumes no liability for damages arising from errors or omissions in the making up or printing of its directories.

DIRECTORIES OF OTHER CITIES

Telephone directories of other cities may be consulted at our Business Office.

If you desire any copies, they may be obtained at an additional service charge by arrangement with the Business Office.

OTHER MATTERS

IDENTIFICATION OF EMPLOYEES

Employees of this Company who regularly visit the public are provided with a photographic identification card. This card, which is properly countersigned, shows the employee's name, signature and photograph. If you doubt the right of a person to represent himself as an employee of this Company and he cannot furnish an identification card, please call the Business Office.

RATES

Rates and practices included in this directory are based upon those in effect at the time this directory was closed for printing and are subject to such changes as may be made from time to time.

ATTACHMENTS TO TELEPHONES

In the interest of good service, please do not use any devices on telephone equipment except those furnished by the Company. The devices claimed by agents to eliminate noise, to destroy germs, etc., are usually detrimental and interfere with good service.

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MAR 11 1948

OTHER SERVICES

ARCHITECTS' AND BUILDERS' SERVICE

A free advisory service on advance planning of telephone service arrangements in new homes and other building construction is available to architects, owners and builders. Extensive and costly alterations after the completion of the building are frequently avoided through proper advance planning for telephone outlets. Call the Telephone Company Business Office and ask for "Architects' and Builders' Service".

ASSISTANCE TO FARMER LINE OWNERS

Telephone Company experts are ready to help farmers who own and maintain their own telephone lines in solving their telephone problems. Advice is available without charge to those desiring assistance in improving and extending farm telephone service in a particular locality. Call the manager at your nearest telephone Business Office for advice.

MOTION PICTURE FILM SUBJECTS

The Telephone Company maintains a film library of sound motion pictures on telephone subjects suitable for showing before clubs, lodges, schools and other groups. Arrangements for showings may be made by calling your local business Office.

SHIP TELEPHONE SERVICE

This service provides two-way telephone communication between telephones on land and a ship equipped for radio telephony or between ships and is available to vessels and coastal and harbor craft (yachts, fishing boats, tugs, etc.) when within range of any one of six Telephone Company Pacific Coast Shore Stations. To make a call from a land telephone call "Long Distance" and tell the operator you wish to place a call to a ship, giving her the name of the vessel and its aproximate location.

COMMUNITIES INCLUDED IN THIS DIRECTORY

Adelaida
Arroyo Grande
Atascadero
Avila
Avila Wharf
Cambria
Camp Roberts
Camp San Luis Obispo
Cayucos
Circle M Ranch
Gorda
Hacienda
Kozy Kove Ranch
Lucia Lodge
Morro Bay
Nipomo
Oceano
Pacific Valley
Parkfield
Paso Robles
Pismo Beach
Port San Luis Wharf
Salmon Creek
San Luis Obispo
San Miguel
San Simeon
Santa Margarita
Shandon
Shell Beach
Templeton
U. S. Lighthouse Station
Willow Springs Maintenance Camp

PERSONAL TELEPHONE LIST

NAME	TELEPHONE NUMBER

When exchanging for a New Directory, PLEASE TEAR OUT TH IS PAGE, verify the numbers and transcribe to New Directory.

SAN LUIS OBISPO

INCLUDING

AVILA CAMP SAN LUIS OBISPO

The other white section of this directory includes listings of subscribers in the other communities in San Luis Obispo County.

FEBRUARY 1948

J. E. GOODING, *Manager*

A

Abad Ted r 176 Brook....2609-J
Abbey Roland T r 1206 Murray....3168-W
Abbott Laura r 1110Buchon....748-W
Abel Geo C r 1251 Frederick....3091-W
Abel K J r 842 Rougeot....1758
Abell Alma r 369 Chorro....1841-W
Ables Roy A r 101 Hwy....10-J-11
Acme Quality Paint & Wall Paper Store
862 Monterey....3039
Acosta Mike r French Rd....2955-W
Adamich Frank J r 1043 Marsh....1454
Adams Francis L r 729 South....2381-J
Adams H B r 567 Mitchell Dr....2397-J
Adams Helen r 964 Chorro....2992
Adams Lloyd E r 970 Snta Rosa....1689-W
Adams Oil Co Pismo Rd....417
Adams Thos E r 1320 Nipomo....1040-W
Adams Thornton G r 1133 Palm....2097
Adams Truman E r 1504 Palm....2962-W
Adams W E r 1202Buchon....925-M
Adamski J E r Snta Rosa Pk Homes....1756-R
Adkisson J M r 1057 Buchon....276-J
Adler Chas J r Broad&IslayRd....1572-M
Adler Frank r 1721 Johnson....586-W
Adler Sam J r 1317 Palm....172
Adler Wholesale Co 1301 Carmel....260
Agar Wm r AdrianceCourt....2871-J
Agee Sylva B r 907 Sandercock....1333-R
Agricultural Conservation Assn 1530Monterey....1378
Airport of San Luis Obispo County Edna Rd....2977
Alarid B J r Yoakum Tract....2641-W
Albaugh H N r 1205 George....395-R
Albert A r 1536Morro....432
Albert Harry Jr r 311 Grand....1018-M
Alberti A r Los Osos Rd....12-F-21
Alberti Estee r Osos Rd....22-F-3
Alberti Henry r Osos Rd....22-F-12
Alberti Norman r Osos Rd....12-F-5
Alberti Plinio J r Edna Rd....13-F-3
Albrecht A G r Hays....1739-J
Alderman Eva J r 1050 Pismo....695-J
Alderman W E r 1141 Foothill Blvd....107-W
Alexander C B r Camp Slo....20-R-3
Allen Carl S r 12 Snta Rosa Pk Homes....1835-R
Allen D C r 148 Higuera....1679-J
Allen Geo L r 856 Upham....1017
Allen J B r 1165 Mill....2544-M
Allen J H r 1604Monterey....1300-R
Allen Mitchell W Shadow Arts Studio
Wickenden Bldg....431
Residence 710 Ida....1842-W
Allen S H r Morro Rd....19-R-1
Allen Starlin r 525Caudill....1554-J
Allison D L r 211 Hutton....1772-J
Allison Nursery Home 1352 Pismo....3151-W
Allison R H r 567 Marsh....1167-W
Alquist A E r 1251 Frederick....1760-M
Al's Brake Service 1175 Monterey....2234
Alvarado Genaro r 222 Higuera....1839-M
Amapola Club 861Palm....1975
Amer Legion Recreation Club 977 Higuera....156
American News Company 783 Marsh....2199
Amer Refrigerating Co 241Pismo....428
Amoroso S J Construction Co Poly Campus....2061-W
Amsel R phy & surg 1114 Marsh....710
If no answer call....2990
Amsel R r 1956 McCollum....2990
Anchor Realty Service 515 N Broad....3035
Anders M L Mrs r 691 Henderson....2862-R
Anders Max K r 466 Dana....3064-J
Andersen Dorothy Y r 898 Mission....1869-W
Andersen's Ready to Serve Frozen Foods
166 Higuera....149-W
Anderson Barber Shop 953 Monterey....1216
Anderson Carmel Mrs r 1792 Conejo Dr....1695-W
Anderson E C r 785 Johnson....1664-J
Anderson E J r 1028 Islay....571-M
Anderson Ernest r 1640Higuera....662-W
Anderson F G r 1345 Broad....247-R
Anderson Gus r 1320 Murray....732-W
Anderson H B r 1438 Nipomo....142-W
Anderson Harold J r 1070 Grove....2582-M
Anderson Harry D r 546 Mitchell Dr....746-J
Anderson Hotel Monterey....902
Anderson Hotel Beauty Salon 963Monterey....964
Anderson Howard R r Crandall Wy....2519-W
Anderson J K r 1135 Snta Rosa....3057-W
Anderson J L r 532 Dana....1375
Anderson J M r 2302 SBroad....1645-W
Anderson J Q Mrs r Edna Rd....6-F-3
Anderson Jack R r 2205 Johnson....1768-W
Anderson John A r 1641Garden....2460
Anderson L W r 1958 Fixlini....954-M
Anderson Leonore E Mrs r 671 Mitchell Dr....2531-J
Anderson Lucy r 76 Grand Av....1622-R
Anderson M E r 447 Pismo....169-W
Anderson Maybelle T r 1347 Monterey....2124-R
Anderson R A r California Blvd....3150-J
Anderson R E Bob rl est 2056 Chorro....3051-W
Anderson R K r 1060 Church....137-J
Anderson Ray W r Orcutt Rd....1175-W
Anderson Vera r 1429 Osos....2296-M
Anderson Vera r 1519 Toro....1346-J
Anderson Walter Mrs r 781 Ida....678
Andre Geo L r 624 Grove....309
Andre Herbert r 415 Dana....306-M
Andre Joseph r 862 Islay....467-J
Andrews Geo H r 1930 Monterey....366-W
Andrews Hotel 901 Osos....317
Dining Room 901 Osos....317
Andrez Edw M r 1340-2d....1220-J
Angellini Jas r 970 Mill....2746-M
Angeloni Jos E r 1112 Peach....2242-W
Angeloni P J r 547Marsh....1167-J
Angie's Cafe Vachell Ln....2997
Anholm Chris r 486 Lincoln Av....224-W
Anholm Einar r 265 Chorro....2629-W
Anholm Geo r 235 Chorro....538-W
Anholm George John r 669 Left....2949-R
Anita Frocks 758 Higuera....2794
Annabelle Smoke Shop 190Higuera....1927
Anziani Ceaser r 1003 Buchon....2051-J
Appleton Robert E r 1171 Pismo....2005-J
Aquilana Marci r FrenchRd....2374-R
Arbini Frank r 926 Branch....2081
Archer Hugh J r 1219½ Osos....1242-M
Arizona Cafe 562Higuera....1184
Armstrong C L r 575 Islay....529-J
Armstrong J W r 220 Branch....1976-J
Armstrong Jas r 550 Snta Rosa....2067-M
Armstrong Jessie Mrs r 835Branch....1546-W
Arndt Edw R r 487D Marsh....2965-R
Arnett Earl J r Snta Rosa Pk Homes....1883-R
Arnold H R r 1469 Lizzie....1808-J
Arnold Marvin E r 728Mission....2588-J
Arnot Elizabeth r 1363 Mill....1829-R
Arnson Ethel r 1426 SBroad....952-W
Arnson L A r Osos Rd....12-F-13
Arnson Louis G r 1426 S Broad....952-W
Arrowhead & Puritas Water Inc 855 Monterey....11
Arsenio & Grundell accts 861 Monterey....729
Arsenio J T ins 861 Monterey....729
Residence 1042Foothill....1559-J
Art Wood Crafts 1131 Broad....2410-W
Arundell Paul r 1119 Peach....772-W
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Bardin J A r 278 Snta Rosa....1291-M
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Barrett J E r 2350 Johnson Av....1499-J
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Bell Melvin M r California Poly....1806-W
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Bello Auto & Home Supply 886 Monterey....12
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Bello Louis D r 758 Center....1651-M
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Bender Herman J r 464 Dana....413-J
Bennedsen Jens r 1221 Nipomo....447-J
Benner George r 1900 Fixlini....1289-J
Bennett A L r 1412 Essex....2073-W
Bennett E S r 655Church....2418-W
Bennett J V r 1822Fixlini....2991-J
Bennett R E r 334 Funston Av....2062-W
Bennion Lyman L r 1010 Peach....1160-R
Benno Wm H Sportsman's Str 660 Higuera....2520
Beno's Army & Navy Store 1019 Morro....620
Benson Jas L r 2441 Lawton....2531-W
Bentley H M r 487 Rougeot....2746-W
Berge Irene r 1305 Palm....458-W
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Bergman Art Surge Dairy Serv 711 Monterey....468-J
Bergquist Walter r 853Church....2779-W
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Berry Edward r 1614 Snta Rosa....1662-J
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Bettencourt Henry V r 583 Snta Barbara Av....2327-M
Bettencourt John W r Edna Rd....17-F-13
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Biedinger Chas L ortdnst 1114 Marsh....2967
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Binkley Marvin S r 729 South....3164-R
Binns P V r 1245 Ella....2024-W
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Bittinger Eugene J r 190 Stenner....2390-J
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Blaine R H r 439MitchellDr....746-R
Blair Chester r 2321½ Broad....2509-W
Blair Jasper r 2060 Hope....2637-M
Blair Leatha Mrs r 639 Pismo....377-W
Blair Russell H rms 296 Snta Rosa....2981
Blake Emmons r 1345 Stafford....2937-R
Blake Jed S r 1334 Garden....1767-W
Blanks L G r 1629 Johnson Av....962-W
Blasingame Fay r 2136Broad....2489-R
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Blodgett Charles O r 529 Hathway....2064-J
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Bonetti Ellis r Pismo Hwy....17-R-11
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Bonetti & Rice Travel Service 987 Osos....418
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Borba Bob r Edna Rd....3095-R
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Bowen J H r FoothillBlvd....242-W
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Boyle Kenneth r California Blvd....1806-R
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Bradford Irene r 781 Marsh....3023-M
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Brew Eva Mrs r 1390 Palm....959-W
Brewster Edgar L r 1228 Palm....2544-R
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Bristow Hubert L r 660 Kentucky Av....1777-W
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Brocklebank Mary r 1231½ Garden....3068-J
Brocksieb Lillie r 1014 Palm....809-W
Brodie James r 510 Lawrence Dr....376-W
Bromley J Phillip r 1478 Palm....2962-J
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Brooks Clara J Mrs r 1106Pismo....1317
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Brown C M r 1186 Islay....2450-J
Brown Cecil r 1147½ Leff....2452-R
Brown Clarence Jewelry 862 Higuera....1312
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Brown Edwin A r 64 N Broad....2936-W
Brown Fred K Mrs r 1222 Ella....1453-W
Brown G S Mrs r 1418 Marsh....2363
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Brown H A contr 1916 Johnson Av....1232
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Brown Howard C r Poly Vw Unit 171....1474-J
Brown J E r 1496 Higuera....2446
Brown Josephine L Mrs r 1064 Mill....2191-J
Brown Kent A r 2319½ S Broad....2509-J
Brown Margaret Mrs r 1122 Broad....249
Brown May E Mrs r 770 N Broad....1721-J
Brown Mildred Mrs r 1565 Fairview....1967-M
Brown Patrick C r 1721 Chorro....1853-J
Brown Robt r 1147½ Leff....2452-R
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Browning J E r 2d....9-J-12
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Buchholz Eileen r 860 Osos....2966-W
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Bullock Peter r Orcutt Rd....10-F-5
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Burriss E E Harrington Saddlery 1009 Chorro....152-W
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Burruell Ramona M r Edna Rd....819-M
Burton O H r 306 Foothill Blvd....2580-W
Bush Hazel C r 1635 Hillcrest Pl....1374-R
Bushong Geo Schulze Bros 782 Higuera....364-J
Bushong Geo r 1154Peach....781-J
Bushong Jack Bushong's Texaco Stn Snta Rosa & Marsh....1887
Bushong Jack r 1184 Islay....986-R
Bushong's Texaco Station Snta Rosa & Marsh....1887
Busi Bert r 856 Francis Av....2785-W

Buss M r 1210 Beach....2686-J
Butler David Mrs r 1069 Pacific....1305
Butler F A r Osos Rd....184-M
Butler Jay W r 789Peach....1721-W
Butler Morse R r 1035 Peach....870-W
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Administration Office Camp Sn Luis Obispo....3191
Maintenance Office Camp Sn Luis Obispo....2535
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Board of Equalization 863 Monterey....1746
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Construction Office 101 Hwy....3066
District Office 50 Higuera....2300
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Employment Service Office 817 Palm....2010
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Calif State Employment Service 817 Palm....2010
Calif Western States Life 1042 Palm....938
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762 Higuera....2078
Caligaris Louis r 827 Islay....1738-W
Calkins Eva r Edna Rd....2355-J
Calkins Mary B r 1435 Broad....3046-W
Call Bert r 571 Pismo....375-J
Call J N r 454 Pismo....1085-R
Call Rosalie G r 865 Morro....2659-M
Callaghan J I r 226 Beebee....359-M
Calloway Wm Sr r 647 Woodbridge....2578-W
Calloway William F Jr r 910 Rachel....2712
Calloway Woodrow J r 1450 Haskin Av....1764-R
Calvary Baptist Church 1118 Buchon....1547
Calvert Pearle B RN r 649 Islay....1446
Camden H A r 1151 George....1453-J
Camel Jas C r YoakumTract....2632
Camera Shop 1036Chorro....1748
Cameron John r Baywood Pk....15-F-5
Camozzi Patty r 673Toro....2657-M
Camp Fire Girls Inc 864 Snta Rosa....1858-W
Camp Fremont Cuesta Grade....12-J-2
Campbell C H Jr r 1427Mill....2923
Campbell Erle S r Poly Campus....2524-J
Campbell J E Coast Counties Adjstmnt Bureau
777½ Higuera....399
Campbell J E 1371 2d....2248-J
Campbell John r 452 Higuera....1488
Campbell L W Dr 777½ Higuera....1084
Campbell L W Dr r 378Grand....2795-W
Campbell T O Mrs r 752 Alphonso....975-M
Campbell's Refrigeration 532 Higuera....1488
Canet David L San Luis Sanitation Service
1130 Leff....1124
Canet Earl H Sr r PismoHighway....7-R-1
Canet Robt Mrs r 840Grove....2465-J
Cann John G r 1230 Marsh....476-R
Cannon A C r 142 Beebee....217-M
Cannon Dorothy B r 973 Buchon....2318-M
Cantrell K H r Morro Rd....13-J-1
Carberry W J r 1627 Nipomo....1771
Cardoza Barbara Mrs r 30 Mt Pleasanton....806-R
Cardoza Joe r Edna....6-J-2
Carenini Robt r 1443 Marsh....1031-J
Carli Milo r 435High....2543-J
Carlon Marcel Pergola Liquor Store 978 Morro....755
Carlson Ben r 846Mill....2611-J
Carlson Carl r 411 Grand Av....346
Carlson Dona r 1154A Peach....2874-M
Carlson Ed r 1234Mill....2407
Carlson Rodney r 1042 Olive....1435-J
Carmack C E r 1326 Pacific....2832-M
Carothers Don r 1320 Palm....2943-R
Carpenter C M r 1127Pacific....1699-W
Carpenter D M r 890 Osos....2282
Carpenter D M Rexall Drug Store 839Higuera....32
Carpenter E C r 245 Price....3198-W
Carpenter E L r 670LawrenceDr....1428
Carpenter H H Mrs r 1637 Morro....1151
Carpenter H H Estate of 981 Monterey....46
Carpenter Libbie G Mrs r 1228Chorro....248-M
Carpenter Lyle F Jr r 211 N Broad....1606
Carpenter Merlyn r 1163Pismo....674-R
Carpenter Roy r 1291 Murray....2577-M
Carpenter Walter Mrs r 250 Kentucky Av....105-M
Carpenter's Local 1632 1128 Chorro....117
Carpentier Helen Miss r 956 Pismo....2126-J
Carpentier Helen Millinery Shop 1037 Chorro....981
Carreiro Julian A r Bianchi Ln....429-J
Carrington J H r 374 SntaRosa....2931
Carroll Anthony F r 1120 Leff....2545-M
Carroll Emmett r EdnaRd....18-F-3
Carroll Jno r Edna....18-F-4
Carroll V L r 755 Snta Rosa....2194
Carscaden John r 253 Sandercock....2403-W
Carson Ellard W r 714 Buchon....1349-J
Carter Allen J r 1405 Broad....3068-W
Carter James H Mrs r 1520 Snta Rosa....1698
Carter L B r 530 Grand Av....2862-M
Carter Logan S r 864 Murray....666-J
Carvao Frank r 885 Buchon....2388-R
Carvao's 1022 Morro....1866
Case Jas r Calif Poly....2223-R
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Casselman Earl r 663Church....2418-J
Cassera David r 517Hathway....1543-W
Cassera Francisco r 780 Alexander....167-W
Cassera Joe r 723 Alexander....1326-J
Castle Motor Inn Highway 101....1918
Castro Arlene M r 356Pacific....1137-M
Castro M J Mrs r 978 Chorro....358-W
Cate Robt L r 725Branch....2182-W
Cates W Clinton r Freemont Ct....2384-W
Cather Effie Mrs r 1030 George....1749-R

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Cattaneo Frances r 577 Marsh....284-W
Cattaneo Steve r 498 Mitchell Dr....607-J
Caughlan P W r 520 Chorro....434
Cavanagh Fred W r 895Lincoln....1046
Cavanagh J E r 951 Murray....2350-W
Cave Florence R r 531 Marsh....668-W
Cave's Fur Shop 1026 Chorro....974-J
Cawelti Lester L Mrs r 1527 Nipomo....151-M
Centini R r 878 Upham....923-W
Cerini Ben r 1026 Palm....606-W
Cerney Wm C r 2017Chorro....1059-J
Chaffee Arthur W r 978 Islay....1870-R
Chaffee John M r 1305 Palm....403-W
Chaides Marcelo r 670 Osos....1269-M
Chalmers Thomas r 63 Mt Pleasanton Dr....1206
Chamber of Commerce 1111 Chorro....1414
Chambers Charles r 1355 Breck....1804-M
Chambers Earl W r 1411 Palm....3085-W
Champlain F r 1615 Fairview....586-M
Chandler C S Capt r Monterey....902
Chandre Jeanne Mrs r 1044 High....2926-W
Chanz Geo r 620Kentucky....2077-J
Chapin D A r 992Mill....1247-J
Chapman A L r 1143Peach....2445-M
Charles C W r 852 Meinecke Av....913-J
Chase A E Painting 910 High....1507-M
Chase Adah F Mrs r 744 Center....1019-J
Chase Homer r 470 Pismo....868-J
Chase Margaret H r 1355 Mill....1829-J
Chase Willis H r 1414 Morro....2508-W
Chastain N T r 525 Branch....2969-M
Cheda Archie A plmbng Foothill Blvd....707
Cheda Frank r 508 Brizzolara....669-J
Cheda John D r 1157 Buchon....672-J
Cheda M A r 1060Peach....2744
Cheda Mary F r Morro Rd....19-J-12
Cherry W W r 1224 Morro....1873-J
Chet's Used Car Lot 1045 Higuera....3044-W
Cheves M H r OrcuttRd....1175-M
Chevrolet Agcy 1039 Monterey....1548
Chiesa Margaret Mrs r 752 Palm....511-J
Childers E C r 1194 Pacific....742-J
Childs Catherine Mrs r 1494 Mill....519-J
Childs J J r Avila....9-J-13
Childs J W Mrs r 1244 Mill....192-J
Chlarson Richard r 781 Osos....2492-J
Choate R R r 105 Crandall....713-W
Chong Beulah r 778 Palm....2636-W
Chong Ray r 396 Marsh....864-M
Chong's Cafe 798 Palm....1905
Chope J P acct Wickenden Bldg....162-M
Chope J P r 1406 Morro....1097
Christensen C F Mrs r 1190 Buchon....687-W
Christensen Chris r 174 High....1839-W
Christensen E C r 670 Chorro....1555-R
Christensen Geo L r 898 Center....398
Christensen Geo P r Edna....4-R-I
Christensen Harry r 1811 Chorro....2889-J
Christensen John Jr r Orcutt Rd....4-R-2
Christensen M Mrs r 1420 Palm....1538-R
Christensen Walter G r Edna Rd....15-R-4
Christian Kitty r Marshall Hotel....3024-W
Christian Science Reading Room 1126 Morro....1939-W
Christie Lowell E r 457 Buchon....1283-M
Christie O H r 472 Buchon....1123-M
Christie R E r 979 Walnut....2858-R
Christine's ofc 787 Higuera....504
Church of Christ 879 Marsh....1126
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Ciocchi Angelo r 551LawrenceDr....798-W
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Clack Henry r Johnson Av....1598-W
Claes Calvin r 1399-2d....2888-J
Clark E C r 1507 Osos....2296-W
Clark Howard E painter 445 High....1025-W
Clark Myral G r 864Mission....2786-W
Clark Roy r W High....2137-J
Clark Ruth r 575 Buchon....198-W
Clark Terry L r Snta Rosa Pk Homes....1883-W
Clark W W r 1164Murray....2379-R
Clark Warren E r 687 Islay....945-J
Clark Willard L r 1728 Chorro....2457-W
Clarke Edgar F r 269 High....186-R
Clary Multiplier Corp 1040 Chorro....867-W
Claus Esther r 1239 Higuera....2547-W
Clausen K r 1317 Broad....720-W
Clawson Albert optmtrst 1114 Garden....2012
Clawson Albert r 50 Mt Pleasanton Dr....2835-W
Clay Floor Covering 675 Higuera....1203-M
Cleek G W r HaysAv....516-M
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Cline Fred A r 1129 George....1556
Cline Rusty r 1589 Murray....1415-W
Cline's Auto Body Shop 640Marsh....422
Cline's Electric Shop 962 Monterey....13
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Clogston H W r 947 Toro....2796-W
Cloud Robert R r 1120 Islay....154-M
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Coast Counties Warehouses 157Higuera....2678
Coast Venetian Blind Co 868 Palm....3052-W
Coates Stanley r 671 Osos....2936-M
Cobb Rose Marie r 1208 Peach....637
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Cockrell K L r 481 Islay....2634-R
Cody A D r Serrano Dr....2383-W
Cody Commisary Camp Sn Luis Obispo....19-R-4
Coelho F S Frank's Liquor Store 1019 Chorro....1022
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Coffing L r 1711 Chorro....1008-W
Coffman Wilson R r 1816 Garden....3097-J
Cognasi Pete S r 144Cypress....2021
Cohen Herbert r 2069 McCullom....2637-R
Colby H T r 1439Upham....2767
Coldiron Ivie Marie r 1396-2d....2133-R
Cole Stanley V r 867 Center....2083-J
Coleman Kendall H r 2530 Lawton....1554-W
Coleman's Richfield Service Station 316Higuera....584
Colgain Kathryn Y r 676 Islay....1091-W
College Cafe Foothill & Snta Rosa....3038-J
Collins Ann r 1134 Palm....1884-J
Collins Boyd Sn Luis Brkrge 1118 Garden....308
Collins Boyd r 649 Mitchell Dr....1888-R
Collins S r 274 Hathway Av....1785-J
Collins Sundries & Fountain 341 Higuera....990
Collins T A r 369Marsh....982-J
Collins Thos D r 260Branch....1691
Collins Tom r Foothill Blvd....2669-W
Colombo Angelo r 774Christian....1643-J
Colson J L r 1533 Peach....2956-M
Colwell A L r California Polytechnic....797-W
Colwell E H r 2443 Broad....2559-W
Comer Fred r 1351 Bishop....2351-R
Comet Delivery Service 581 Osos....660-J
Compton Chrystal S r 971 Church....2886-W
Compton Clyde r 1804 Garden....583-M
Compton Eugene r 1045 Foothill Blvd....3079-M
Compton Orin r 1045 Foothill Blvd....107-J
Conant Betsy r 1352 Palm....775-W
Conard Norman Rev Methodist Church
884 Pacific....2364-W
Condon W W r 2415Broad....2556
Conley Donald D r House Unit No 69....2014-M
Connelley Paul C r 1730 Johnson....3166-R
Connolly John J r 185 Broad....2580-M
Connors Cecil E r 671 Church....3189-J
Connors F G r 943C Murray Av....2728-M
Connors Frank R r 1021 Leff....2607-J
Conrad Ben D Slo Co of Planning Commission
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Cook Abraham L r 845 High....1886-W
Cook David W r 623Caudill....2485-M
Cook Donald S Mrs r 1360 Mill....423-W
Cook Floyd Mrs r 251 N Broad....1244-J
Cook Floyd C CHB Market 661 Higuera....999
Cook Ruby r Edna Rd....11-J-12
Cook Stirling Mrs r 1341 Osos....2518-W
Cook Ward I Sn Luis Brkrge 1118 Garden....308
Cook Ward I r 545 Islay....2062-M
Cooke Faye H Mrs r 1129 Islay....1867-W
Cool David T r 991 Swazey....1895-M
Cooley Ethel r 1042FoothillBlvd....2421
Coon F J r 1120 Mill....772-J
Cooney Richard C r 729 South....2640-M
Co-Op Inc 715 Higuera....603
Cooper A D r 544 Higuera....1889-M

Cooper O Capt r 1728 SntaRosa....1856-M
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Corner Grocery Edna Rd....3192-W
Cornwall J C r 126Ward....1507-W
Correa Irene r 1602 Johnson....1967-R
Correll Richard C r 218 Rincon Dr....184-W
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Cosci Ernest r Snta Rosa Pk Homes....2586-R
Cossa A Mrs r 1320Marsh....716-J
Costa A D r 941Branch....2294-J
Costa Joe M r 235 Sandercock....2693-M
Cosy Barber Shop 980 Monterey....1858-J
Cota Lupe r 473 Osos....1435-R
Cotnam Elizabeth C r 480 Leff....744
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Coull S J r 130 Grand Av....580-J
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County Roof Service 1250 Fletcher....1840
Couper Geo P r 138 Orange....1118-J
Covell Ethel r 884 N Broad....1355-M
Coveney John r Camp S L O....13-R-2
Cox Ewell r 1811 Chorro....278-W
Cox H E r 984Murray....1525-R
Cox M R r 1043 Marsh....3160-J
Cox W C r 1642Fairview....1508-R
Coxsey Carl r Snta Fe Av....67-Y-4
Coyner F C r 1175 Buchon....349-W
Crabbe James L r 1690 Fairview....1551
Crafts Elizabeth r 724 Ida....1633-W
Cragon C M r 645 Sandercock....2623-M
Craig Raymond O r 103 Stenner....2379-J
Cram Mary r 319 Branch....2062-R
Cramer George H r 1506 Chorro....1037-R
Cramer H L r 527 High....1210-J
Crampton Joyce A r 246 Harris....1512-M
Crandall F E r 1920Broad....2236
Crane John L r Ellen Wy....2279-W
Craveiro J M r 581 Dana....1694
Craveiro Joaquin Jr r 523 Sandercock....2623-R
Craveiro L M r Osos Rd....2-F-3
Creath Helen r 180 Chorro....1148-J
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Crescent Park Auto Court SHwy....2705
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Cripe R E r 533 Buchon....929
Crisler O H r 1165 Murray....2721-W
Crosby W L r 1212 Garden....2661-J
Crouch Ernest K Jr r 883 Nipomo....20-27-R
Crow Thelma M r 1347 A Chorro....1037-J
Crowfoot J H r 1826Garden....2730-J
Crowley Annie E r 120 Grand Av....2342-R
Crowley's 986 Monterey....390
Cruikshanks A Norman r Ferrini Rd....1342-M
Crumb Myer L r 1128 Olive....933-W
Crusey Mary r 979Palm....555-R
Crystal Springs Water Co Yoakum Tr....965
Culinary Alliance & Bartender's Union
Loc 703 992 Monterey....2783
Culligan Soft Water Service 1331 Murray....2195-W
If no answer call....2385-R
Cummings Ellen H r 1141-B Marsh....2167-W
Cummings Homer r 643 Funston....688-J
Cunningham A B r 1516Toro....312-R
Cunningham A L r 1043Marsh....648
Cunningham T C r 543 Dana....2579-R
Cupp Cleo r 770 Torro....481-M
Curl Wm G r 560 Hathaway Av....1893-W
Curry Elliot r 871 Snta Rosa....1604
Curtis C A r 1181Buchon....1578
Curtright L T ins 781 Marsh....1676
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Dad's Hamburger Place 589 Higuera....2138
Dahl Robt A r 1491½ Palm....1998-W
Dailey Hazel F r 1534 Monterey....469
Daily Telegram Telegram Tribune Co 1240 Morro....900
Dalessi Harry r 2031 McCollum....2348-J
Dalessi Henry C contr 450Marsh....118
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Daigleish O W r 983 Murray Av....1365
Dalidio Emil r Morro Rd....440-R
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Dalidio F r Los Osos Rd....23-F-21
Damaso A R r 850Rougeot....2833-W
Dan & Ernie's auto serv 1234 Broad....3156-W
Dana Chas r 1314 Palm....2442-J
Dana Ed E r 1503 Osos....1945-J
Dana Jack r 1974Fixlini....954-J
Dana Leslie R r 138 Price....631-R
Danforth P H r 1034 Islay....1607-M
Daniels Arthur r 965 Essex....2885-W
Daniels&Bovee radios 647Higuera....1335
Daniels Kenneth W Dr 774 Marsh....3032
Daniels Neil M r 485 Pacific....1847-W
Daniels Ralph E r 1627 Mill....1725-W
Danneberg Robt r 870 Foothill....806-M
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Darling Henry A r 865Morro....2696
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Darway Chas W r Orcutt Rd....4-J-11
Daskam M W r 1515Toro....2163-M
Davenport Alvan F r 774 Ida....995-W
Davenport C B r Ramona Dr....2110-J
Dave's Lunch r 1737 Snta Rosa....2978
David Andrew r 1160 Buchon....349-J
Davidson Clay P r YoakumTract....2899-M
Davidson G W r 1780 Johnson....419-W
Davidson H P r Conejo Dr....2495-J
Davidson Lawrence A r 914 Murray....1056-M
Davidson's Furniture & Awning Store 669 Higuera....421
Davies Ted appls 1017 Osos....436
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Davis A L r 1521 Osos....1152-J
Davis Chris A r 1168 Pacific....1617-W
Davis Clarence L r 1036Pismo....883-M
Davis Clem L r California Blvd....1320-M
Davis Clyde W r 753 Islay....2148-R
Davis Julia r 530 Buchon....1066-J
Davis L Paul r 1152 Pismo....618
Davis Lula T r Yoakum Tract....1668-J
Davis Margaret r 985 Chorro....1794
Davis Mary F r 1127 Upham....361
Davis Myrtle W r 879 Islay....2717-W
Davis O M r 434 Hathway Av....105-W
Davis R B r 1837 Chorro....807-R
Davis R P Mutual Life Ins Co Of N Y 1411Essex....842-R
Davis R S Mrs r 1219 Osos....339-W
Davis Rex r 1135 Islay....1487-J
Davis Vernon r 652 Morro....1956-J
Davis W I r 1045 Islay....193-J
Davis W N r 306 Bee Bee....2275-J
Davison Mary K r 1215½ Buchon....2787-M
Day Chas W r 1362 Pismo....2376-M
Day E C r 1432 Toro....2584
Day John A r 1055 Pacific....291-W
Day Warren C r 595 Henderson....604-J
Dean Flora M r 1492Upham....2866-W
Dean Pearl Mrs r 1317 Broad....1779-J
Dearborn J E r 663 Islay....1258-W
DeBacker John A r 266 Sandercock....2463-M
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Dehner Margaret Mrs r 515 Mitchell Dr....2332-R
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Delap Geo r FoothillBlvd....2035-R
Delarm Vernon r Avila....2-R-2
De La Rosa James r 1159 Islay....1638
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DeLisle Jack Mrs r Los Osos Rd....1163-J
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Dembowski Romadean Mrs r 1750 Osos....1186-W
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de Niedman Bertha B r 2022 Ruth....1409-J
Dennen Chester H r 360 Islay....949-J
Dennis B C Jr r 396½ Snta Rosa....1891-W
Dennis Dairy Lunch 894 Higuera....711
Dennis Elmer E r 504 Higuera....2181-J
Dennis R L r 1137 Pacific....1553-W
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De Troye Adrian r 541Buchon....1526-J
Deutcher R C Mrs r 63 Benton Wy....653
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Dixon Harry E plmbr OrcuttRd....1682-M
Dixon Harry E r 773Essex....1358-W
Dodd Elmer E r 1131 Broad....2649-W
Dody C S r 1712 Chorro....1860-M
Dody Percy A r 2011 Chorro....701-W
Doheny Timothy M r 211 Chorro....2063-R
Dolan A Clementine r 1341 Osos....957-J
Dolliver W S r 59 Mt Pleasanton Sq....493
Domingos Anthony L r 684 Pacific....2329-J
Domingues Grace D r 556 Morro....2858-M
Dominguez Frank P r 843Branch....955-W
Donahue R T r 2241 Broad....946-R
Donati Arthur r 418 Mitchell Dr....133-J
Donati D E r Orcutt Rd....56-J
Donati E Mrs r 487 Snta Rosa....2339
Donati Edwin P r Orcutt Rd....56-J
Donati Lin r 1174 Pacific....1204-R
Donati Mabel r 1134 Palm....1122-R
Donati Marilyn K r 2205 Johnson Av....3059-W
Donati Peter r 406 Mitchell Dr....133-R
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Donelson W H r 2493 Lawton....906-J
Donnelly Ellen Mrs r 635 High....1081-W
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Donovan J J r 970 SntaRosa....2015-R
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Dorman G W r 633Brizzolara....2277-M
Dorrough Everett E r 1134 Peach....2384-M
Doser Gerard B r 943B Murray Av....1995-W
Doser Marvel B r 657 Howard....2349-M
Doty H F r 1390 Murray....634-W
Dougherty Paul r 140 Kentucky....2615-J
Douglas H B archt Snta Barbara Av....2200
Douglas H B r 75 Benton Wy....1116-J
Douglas Jas C r Camp Sn Luis Obispo....20-R-1
Douthitt Paul r 627Henderson....604-R
Dowdey C W r 1370 Stafford....1760-J
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Dowty E A r 1450 Marsh....1422-J
Drake G E r 675 Toro....1992-J
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Green H E r 1256 Higuera....1154-J
Green J A r 436Pismo....893-W
Green J L r 650Graves....2307-M
Green Joe Mrs r 1042 Palm....938
Green Joe Neon Products 286 Higuera....2511-J
Green Kenneth J r 356 Snta Rosa....539-M
Green M r 1122 Monterey....503-J
Green Margaret Mrs r 1173 Marsh....2648
Greenall Edw r 567 Hathway Av....774-W
Greenelsh J A Tri-County Novelty Co 675Higuera....703
Greenelsh J A r 1306-1st....2934
Greenelsh Vern r 1045 Leff....983-W
Greenelsh Wm C r 717 Monterey....468-W
Greenelsh Wm L r California Blvd....1806-J
Greenfield Harvey W r 1427 Broad....2478-J
Greening Wm C r 1016 George....1749-W
Greenwell Mary H r 225 Beebee....217-R
Greeson Jack G r 323 Grand....2106-J
Gregory Jos V r 338 Buchon....1471-M
Gregory W D r 1941 Chorro....2674-M
Greiler Jos r 394 SantaRosa....2971-W
Greyhound Bus Depot Pac Greyhound Lines
1009 Monterey....24

Greyhound Interstate Restaurant 1015 Monterey....1086
Griffin D J r 1824 Nipomo....1035-M
Griffin Lawrence r 1060 Pacific....540-W
Griffis David A Mrs r 1120 Walnut....1389
Griffiths Edw r Los Osos Rd....21-F-4
Grimes C R San Luis Sterilization & Mattress Co
Buchon & High....405
Grisingher Clifford L r 844 Venable....979-M
Grossini Doris r 673 Toro....2657-M
Groth Edw T r Port Sn Luis....1-J-2
Grove E G r 867 Leff....2607-W
Grove Jerry r 790 Snta Rosa....772-R
Grove Wm r 672 Howard....1616-W
Grundell Herbert C atty Court House....1683
Residence Sn Miguel Av....509
Guarantee Building-Loan Assn 1127 Garden....362
Guenther Wm r 639Leff....529-R
Guerra Edwin A r 391 Chorro....1555-M
Guerra Valente r 64 Mt Pleasanton....1754-M
Guidetti Lawrence r Edna Rd....11-J-11
Gularte John r 481 Buchon....1621-R
Gularte M V r Osos Rd....20-F-2
Gularte Rony R r 527 Higuera....331-W
Gumbert David r 1136 Walnut....1989-J
Gunter A E Rev r 1744 Garden....2335-W
Gunter J R r See Canyon....18-R-3
Gushing A W r 463Marsh....1593
Gushing G A r 1680 Hillcrest....2956-W
Gustafson Oscar r 236 Grand Av....1622-J
Guzzie John r 67 Mt Pleasanton....1869-M

H

Hacker Lillian Mrs r 472 N Broad....2472-J
Haden K Co 678 Marsh....3081-W
Haden K E r 1189Buchon....312-M
Hagen Horace MD Hagen Treadwell Sherman & Gaebe
1215 Chorro....1782
Residence 1766 Corralitos....1773
If no answer call....2241-M
Hagen Treadwell Sherman & Gaebe phy & surg
1215 Chorro....1782
Hale John R r 722 Buchon....2610-J
Haley B r 297 Chorro....613-W
Hall Dink r 1991 Murray....2441-R
Hall Donald S r 1344 Palm....2943-J
Hall E C r 242 Rincon Dr....2233-M
Hall Edna R r 1185 Pismo....674-J
Hall Ilda r 1067 Buchon....1439
Hall Perry T r 1348 Monterey....1848
Hall Richard E r 893 Mission....2253-M
Hall Richard L r 235Price....1719-W
Hall Wm O tax consltnt 1135 Chorro....2114
Hall Wm O r 1436Essex....578-W
Halpin M C Mrs r 116 Chorro....286
Halter Lloyd r 611High....1650-R
Hambly Olga A r 880 Pacific....641-W
Hamburger Haven restrnt 1126 Snta Rosa....1343-J
Hamilton A A r Yoakum Tr....1668-R
Hamilton Bruce r Yoakum Tr....1620-W
Hamilton Harry H r 1159 Leff....3067-J
Hamilton J Clair r 1627 Snta Rosa....2371
Hamilton J E Singer Knit&Art Shop 718Higuera....49
Hamilton J E r Ferrini Rd....2472-R
Hamlin C F r 865 Morro....2966-J
Hamlin G H r 297 SantaRosa....1264-J
Hamlin R P Calif State of Div of Highways Equip Dept
50 Higuera....844
Hamlin Robert P r 936 Murray....1723-W
Hammett T A r 1234 Morro....1063-R
Hammitt L E r 160 Poly Vw Homes....1630-R
Hammond W H Col r 209 Longview Ln....2959-W
Hampl Jos C r 519Brizzolara....2672-R
Hampton Bertha M Miss r 1341 Osos....2760
Hampton Front r Chorro Rd....1168-W
Hampton Geo V r 633Palm....2277-J
Hand Anna M Mrs r 1845 Broad....2949-J
Handy John R r 1812 Garden....3097-W
Hankerson R R r 1737 Chorro....1410-R
Hanna John W r 1269 Stafford....2726-R
Hanrahan I J r 743Pacific....548-W
Hanrahan Mary E r 1336Chorro....1876-W
Hanrahan T J Jr Mrs r 1193 Pismo....567
Hansen Alice R Mrs r 248 Hathway Av....2207-J
Hansen Anna r 676Monterey....1012-J
Hansen Carrie Miss r 1628 Mill....812-J
Hansen E N r 1331 Pacific....269-W
Hansen Gladys Mrs r 1117Palm....869-M
Hansen Grant r 519 Sandercock....591-J
Hansen Gus body&fendr wrks 1331 Walker....195
Hansen Ivy C r 767 Chorro....2715-W
Hansen John r 887 Islay....693-W
Hansen L C r 413 High....2252-W
Hansen Mat r 1203 Buchon....122-R
Hansen Meta Mrs r 1329 Broad....720-J
Hansen P F r 2473 Lawton....2667-W
Hansen Vera Mrs r 1126Mill....2226-W
Hansen Vernon r Morro....13-J-3
Hanshew C E r 1251 Fredrick....3091-J
Hanson Carl T r 1620Higuera....1796-J
Hanson Evelyn H r 654 Buchon....1613
Hanson Fred L r 1418 Morro....2022-J
Hanson O H r 526Kentucky....258-W
Harbor Inn Avila....8-J-2
Hardcastle R E r 522 Grand....1591-J
Hardcastle Richard E ins 785 Marsh....3062-J
Hardie Angus W r 1147 Buchon....784-W
Hardie D R r 586Henderson....541-R
Harding Betty M r 1307 Morro....2357-W
Hardison E Mrs r 981Buchon....1828-W
Harmony Valley Creamery Association 991 Nipomo....1700
Harnack John L r 125 Villa....3064-M
Harner Jack r 443½ Buchon....753-M
Harp Hazel Ruby r 1343 Sidney....1890-J
Harper Luis Earl r Yoakum Tr....2641-M
Harrell Wayne r Avila....16-J-12
Harrington Edw F r 1530Beach....2204-W
Harrington Frank r Osos Rd....12-F-2
Harrington J F r 1204 Marsh....476-J
Harrington Saddlery 1009 Chorro....152-W
Harris Alice E Mrs r 195 Brooks....2929-R
Harris Earl E r 1267 Murray Av....374
Harris Frances K Mrs r 868 Islay....2821-W
Harris Jas L r 615 Serrano Dr....2599-J
Harris Neville E r 770 Islay....2387-R
Harris Richard F atty Court House....1683
Harris Richard F r Conejo....1696
Harris Roy E r 859 Marsh....2330-W
Harris Thelma r 888 Church....2563-W
Harrison Janice E r 225 Beebee....217-R
Harrison L H r 719 High....934-W
Hart A r 1335Morro....83-M
Hart Alan S r 1750 Corralitos....1716
Hart Frederick J Rev Presbyterian Church
981 Marsh....1437
Hart Frederick J Rev r 915 Murray....598-W
Hart W N r 1628 Monterey....1769-R
Hartley Jos R r 767 Monterey....125
Hartzell Luella r 1141C Pacific....1225-W
Hasenkamp B L r 32 Mt Pleasanton Dr....2987-R
Haskins Alfred r 240½ Sandercock....2605-R
Haskins Harry E r 1508 Mill....280-J
Hathaway Edwin L r 580 Islay....535-W
Hathaway W J r 1253 Pismo....762-W
Hathway Anita M r 3d....1989-W
Hathway Cam r 983 Chorro....66-W
Hathway H C r 1346 1st....1664-W
Hathway Murray C sheriff Court House....2850
Hathway Murray C r 2105 Johnson Av....1734
Haugh Margaret r 1162 Walnut....2567-M
Hawkins Bernard S r 864 Venable....1704-J
Hawks Roy r 1520Higuera....1796-W
Hayes Gale r Edna Rd....3095-M
Hayes John r 622 Brizzolara....2591-W
Hayes Kenneth F r 1690 Mill....2208-W
Haynes A P r Orcutt Rd....56-M
Haynes Billy r Edna Rd....11-J-3
Haynes Wm L r Orcutt Rd....1596-R
Haynie C D r 468 Islay....1971-J
Hazel's Pet House 1629 Johnson Av....962-W
Health Department 1009Morro....2982
Heard I P Mrs r 2351 Lawton....866-R
Hebrard Alvin r Tank Farm Rd....3-J-11
Hecker Fred W r 1278-2d....2121
Hedrick J D r Vachell Ln....14-R-2
Heidorn R r 1417 Marsh....290-J
Heidorn R E r 673 Buchon....686-M
Heilig Geo J r 864Monterey....1311-W
Heiple Louise Mrs r 736 Buchon....299-W
Heisel Hans r 1353Pacific....882-W
Hemstreet Don L r 563 Brizzolara....2591-R

Hemstreet Harris r 537Brizzolara....306-W
Hemstreet John P Dennis Transfer 1824Nipomo....355
Hemstreet R W r 641 Leff....3183-W
Henderson Alva E r 874Pismo....1815-M
Henderson Edw L r 2590 Story....1518-W
Henderson H G Mrs r 468 Leff....2387-J
Henderson L W r Los Osos Rd....2436-J
Henderson Max r 1212 Garden....2661-R
Henderson Velma C r 874 Pismo....1815-M
Hendrix D L Jr r 1516 Nipomo....3061-R
Henning R I W r 480 Leff....2634-W
Hennings Lettie The Palms gift shop
676 Monterey....1655-W
Henry Geo B r 1153 Islay....728
Henry W F r 1338 Pacific....1922-W
Henry's Upholstery 572 Islay....3155-W
Hensey G E r 1190 Pismo....2272-W
Hensley J C r Edna Rd....289-R
Hensley John H vetnrian N Hwy....78
Henyan Ruth r 1223 Chorro....795-J
Herbert J W r 1690 Sn Luis Dr....2536-J
Herman Albert G r 1134 Mill....706-M
Hernandez Mike r Arroyo Grande Crk Rd....17-F-3
Herold A C r 2024 Murray Av....2209-R
Herrera A C r 471 Osos....1435-M
Herrera Baldo r 1565 Peach....905-W
Herrera Manuel Y r 1360 Monterey....420-W
Herrera Refugio Miss r 1166 Palm....1231-J
Herriman F r 1730 Johnson Av....859-M
Hershberger W P r Cuesta Grade....12-R-1
Hewitt Elsie r 288 Chorro....2034-R
Hewlett E S r 101 Hwy....10-R-12
Heyd L R r 614Monterey....1605-W
Heydenfeldt I O r 533 Hathway....727-R
Heyd's Service Station 641 Higuera....1203-W
Hickenbottom C E r 841 Venable....1824-J
Hickenbottom J Earle r 1461 Palm....2448
Hickenbottom J F r 1035 Buchon....1693
Hickenbottom J F & Sons
Store 745 Higuera....609
Shop 819 High....3065-J
Hickenbottom R E r 1621 Chorro....1197-R
Hickenbottom Steve A Jr r 571 Buchon....3061-W
Highway Patrol Calif 307 Higuera....218
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Higuera Joe r 186 Brook....1629-J
Hildenbrand Amelia Mrs r 504Hathway....1281-J
Hildenbrand M A r 552 Leff....1425-M
Hildenbrand Myrtle r 134 Story....1546-M
Hildenbrand W L r 1150 Leff....1218-R
Hill B J r 172 Orange Dr....1118-W
Hill Clara O r 871 Islay....646-W
Hill Dorothy M r 870Mill....2728-J
Hill Earl J r 1269Peach....1727
Hill Francis M r 1042 Walnut....1486
Hill J C sporting gds 1037 Chorro....466
Hill Jennie E Mrs r 1445 Broad....460
Hill L L r 230 Hathway Av....1455
Hillard Gene r 902Peach....1226-M
Hilliard Roy L r 2487 Johnson Av....2546-R
Hillis Candy Creamery 785Higuera....483
Hillis Leslie r 279 Branch....2386-J
Hillman Alice B r 274 Chorro....2628-R
Hill's Homemade Tamales 355Marsh....2260-W
Hill's Offset Printing Co 1131 Chorro....1727
Hill's Stationery 1127 Chorro....1403
Hiltel Theodore r 959 Murray Av....281-W
Hindman Paul V r 1005 Islay....2267-W
Hines Gordon 1630 Higuera....2360-J
Hines W D r 1150Peach....1250-W
Hinkle C W r 191Beebee....1094-R
Hinnen H M r Snta Rosa Pk Homes....796-R
Hinote W B r 558 Chorro....2527-M
Hinote Wm B Camera Shop 1036Chorro....1748
Hirsch Frieda r 1234 George....1592-R
Hirschler Bessie M r 1117 Marsh....1561-R
Hirschler H W r 2647Chandler....1254-R
Hirschler Ray r 271 Branch....1628-M
Hischier T A r 670 Woodbridge....2239-J
Hitch Howard r 1174 Ella....395-W
Hitchcock Henry r 1227 Chorro....2420-J
Hobbs Connie M r Camp Sn Luis Obispo....20-J-1
Hobbs I Frank r 1542 Osos....574-J
Hoddinott Gerald r 1122 Ida....3073-W
Hoddinott Helen F r 1157 Leff....1132
Hoddinott Margaret r 1122 Ida....3073-W
Hodgin Geo M r 460 Kentucky Av....2970-M
Hodgson D N r 1151 Montalban....1162-J
Hoerntlein Jack r 348 Lincoln....95
Hoey Mabel E r 1723Garden....2655-M
Hoff Arnold r 681 Leff....2006-M
Hoffecker Chas V r 95 N Broad....348
Hoffman Emily r 249 Sandercock....2403-R
Hogan John P r 411Branch....1658-J
Holanik Geo V r 745 Buchon....3061-J
Holcomb C J r Valls Villa....11-R-12
Holcomb J B r 497 Islay....1743-J
Holden D E Mrs r 921 Sandercock....1075-W
Holdredge Wm Decker archt 1641 Mill....2467-J
Holdsworth Ida Mrs r 408 Toro....771-J
Holland H F r 676 Toro....2196
Holland Sam J r 732 Pacific....470-J
Hollie Robbie r 767½ Chorro....2031-R
Hollinger K C r 146 Stenner....2256-J
Hollings R B r 1804 Chorro....1817
Hollister Hubbard r 1361 Higuera....1328-W
Hollister W M r 58MtPleasanton....767
Holman Oscar Mrs r 1007 Chorro....3121-R
Holloway Andrew r 1801 Johnson Av....2353-J
Holloway Lenora r 578 Buchon....142-J
Holman C B r 1224 Morro....1873-M
Holman H J r 345 High....1393-R
Holmberg C G r 1525 Essex....2664
Holmes Chas r 1255 Marsh....2320-W
Holmes Jonnie r 1130 Leff....1124
Holmes Milton r 370 Kentucky....1760-W
Holmes S r 178 Higuera....1958-R
Holmes Wm W r 527 Higuera....1304-W
Holt Frank C r 136 Beebee....2603-M
Holt I F r 546 Higuera....2564-M
Holt Jorgen r 234Rafael....1229
Holt W A r 353 Pismo....1408
Holzinger H M r 778 Snta Rosa....996-W
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Hooley Alice M r Lawrence Dr....2961-J
Hoover Bros & Philbrick Flying Service Edna Rd....2977
Hoover Elmer F r 1837Johnson....2820
Hoover Iva L Mrs r 1042 Foothill Blvd....2170-W
Hoover Robt F r 777 Lincoln....3077-W
Hoover Roy W r Yoakum Tr....2641-J
Hopkins C R r 695 Snta Rosa....2077-M
Hopkins Paul R r 481 Pacific....560-J
Horen P F r 1341 Osos....294-R
Horn Charlotte r 964Essex....403-J
Horn Oliver r 645 Henderson Av....541-M
Horn Raymond F r 1042 Pacific....2682-R
Horn Robt J r 937B Murray....2728-R
Horn Shannon r 1518Chorro....2054
Horner Elmer R r 1113 Marsh....2167-R
Hornor Dave electrolux serv 1290 Murray Av....2462-J
Horseshoe Cafe 998 Monterey....45
Horvath Irene r 249 Sandercock....2403-R
Hosang Mary A r 784 Buchon....2894-W
Hosford T C r 2203Johnson....1536-W
Hotchkin D H r 779 Buchon....1239-W
Hotel Drug Store Anderson Hotel Bldg....35
Hotel Obispo 1025 Court....189
Hotel Park 1815 Osos....792
Hotel San Luis 697 Higuera....1917
Hotel Wineman Higuera....1800
Hougham Jack T r Osos Rd....2960-W
Hourihan J R r 1808 Abbott....2307-R
House of Charm Wests 1226 Osos....3080
Houseworth J L atty 981 Monterey....867-J
Residence 990 Mill....867-J
Howard Bess Mrs r 1151Buchon....784-R
Howard Mary Jean r 321 Snta Barbara Av....2893-W
Howe Agnes r 2171 Sierra Wy....2546-J
Howell R P r 479 Pismo....169-J
Howell W S r 656Toro....347-J
Howerd Albert r 986 Walnut....2586-M
Howes Donald J r 1155 Murray....1580-J
Howes Wilbur B r 2020 Hope....1524-R
Howie's Auto Court 652 Morro....2297-J
Hoxsie R C r 1640 Phillips Lane....1788-W
Hoyt Lyle S r 929 Murray....494-J
Hubbard R W r 990 Mill....3055-R

Hubbard S A Mrs r 483 Pacific....2537-J
Hubbell J A r 649 Church....2610-W
Hudgens G F r 787 Church....2889-R
Hudgens L H r 1223 Chorro....2340-J
Hudson George S rms 1429 Osos....1959
Hudson Virginia Y r 1429 Osos....2296-J
Hudtloff Jos L r 465½ Pacific....1803-R
Huffman H G r 303High....454-R
Huffman T J r 2320Lawton....2332-M
Hughes Ben r 368 Toro....1162-W
Hughes Ben General Petroleum Service Station
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Hughes Elwin G r 211 Cypress....1113-R
Hughes Jas H r Edna Rd....819-J
Hughes P r 480 Pismo....1078-W
Hughston B B r 1645Broad....1456
Hull Arvel r 671 Toro....1710-W
Hull Levi r 449 Snta Barbara Av....2633-W
Hull Pearl C Mrs r 883 Nipomo....55
Hull Ray r 1015 Ella....1749-M
Hummel Anna Mrs r Irish Hills....2-F-2
Hunsaker Anna L Mrs r 1525 Beach....1509-R
Hunsaker C P r 641 Buchon....1191-M
Hunt Patricia Mrs r 1634½ Osos....2754-W
Hunter Geo r Camp Sn Luis Obispo....20-J-11
Hunter Jewel r 423 High....2620-W
Hunziker Eldon E r 275 High....2825-J
Hurd Eva D r 1611 Garden....2148-M
Hurley John r 654 NBroad....2499-M
Hurst Eliza r 1128Pismo....2604-R
Hurt Wm H r 1151 Beach....552-J
Hussy M F r 384 Islay....2953-M
Husted Don W Rev Calvary Baptist Church
1118 Buchon....1547
Huston J C r 1357-2d....2133-M
Hutchison J R r 2030Fixlini....160-J
Hutchison J R r 2030 Fixlini....160-J
Huyette F C r 1727Corralitos....1322-M
Hyer John J r 473 Pacific....1582-W
Hymoller Hans P r 1238Nipomo....2243

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Imel Frank r Orcutt Rd....5-R-2
Imhoff Elmer J Snta Rosa Pk Homes....1498-J
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Inman Wm P r 1344 Mill....2168-W
Irelan W L r 1337Pismo....816-J
Irene's Beauty Salon 1129Chorro....810
Irvin James F Metropolitan Life Ins Co 1042 Pismo....734
Irvine A r 1825 Monterey....267-J
Isola George A r 777 Chorro....120-R
Isola Louis r 850 Mill....2715-J
Isom M L r 1132 Chorro....2359-W
Iversen Howard L r 1535Higuera....1591-W

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J C Grill 1057 Monterey....2922
J V Moan Co 729 South....2104
Jack R E Mrs r 536 Marsh....457
Jackman's Custom Upholstery 780 Pacific....2299-W
Jackson Eugene r 646Caudill....1877-W
Jackson L G r 952 Rachel....1724-W
Jackson Myrtle J r 726 Buchon....299-J
Jackson Paul K Mrs r 790 Islay....822
Jackson R L r 1330 Mill....2498-M
Jackson Walter E r 1820Broad....2103-W
Jackson Wm L r 673 Snta Rosa....1493-J
Jackson Yvonne r 314 Beebee....359-R
Jackson's Country Club Pismo Hwy....10-J-2
Jacobs Harold K r 2653 Victoria Av....2757-R
Jacobsen Frances C r 220 Beebee....556-R
Jacobson C M Mrs Valley Electric Co 851 Higuera....264
Residence 821 Murray....1423
Jacobson N M r 473 Chorro....599-R
Jaeger H R r 1265Mill....1436-J
Jaeger Lester R r 1419 Osos....1013-M
James Anna R Mrs r 2171 Sierra Wy....2546-J
James J C r 961 Snta Rosa....650-W
James Olga Ann r 142 Harris....1774-J
James Ralph r 880 Upham....564-M
Jann Earl L r 1124 Mill....1205-J
Janssen Henry r 370 Islay....495-J
Jarnagin W R r 362Buchon....2431-W
Jay Tomie r 1040 Islay....2645-J
Jean D C Mrs r 959 Toro....503-W
Jeannot F W r 1254 Bond....462-J
Jeannot F W r 390 California Blvd....1223-J
Jeffries Carrie Mrs r 557 Brizzolara....157-W
Jenkins E W Jr r Osos Rd....2580-R
Jenkins Howard B r Edna Rd....6-J-22
Jennings E E r 1249 Palm....1303-W
Jensen Arthur F r 245 Cypress....263-J
Jensen Jas W r 275½ High....2494-W
Jensen John J r 1152 Buchon....295
Jensen Laurits r Avila Rd....7-F-14
Jensen Sales Co 1359 Monterey....2482
Jerde E A r 1140 Upham....238-R
Jespersen C A r 110 Stenner....2721-M
Jespersen Francis r Osos Rd....20-F-3
Jespersen Marvin r Vachell Ln....14-J-2
Jespersen Ray r 644 Howard....1528-W
Jesperson M H r Vachell Ln....14-R-1
Jessee Wallace B r 1608 Broad....786
Jessen Chris H r 1555 Higuera....662-J
Jewell Verna r 132 Crandall Wy....585-M
Jimmies Auto Laundry 1044 Monterey....2709
Jim's Inn beer plr 1025Morro....252
Joaquin's Grocery 420 High....526
Joe's Second Hand Store 673 Palm....1655-J
Johe Eugene r FrenchRd....2177-M
Johe Geo Mrs r Morro Rd....2385-W
Johe L r Irish Hills....2-F-11
Johe Wm r Laguna....2-F-4
John Callie M Mrs r 654 Islay....1526-W
John Marion apts 860 Osos....2986
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Johnson Belva r Pismo Hwy....10-J-3
Johnson C L r 664Toro....1776-J
Johnson C P r 183 Chorro....484-M
Johnson Chas F r Pismo Hwy....10-R-4
Johnson Ernest J r 265 Almond....438
Johnson Everett E r 804 Sandercock....1005
Johnson Ezra r 743Christian....2568-R
Johnson Fred H implmnts & machy 1119 Garden....164
Johnson Fred H r 1068 Pismo....354-J
Johnson G Warren Dr r 515 Broad....1564-M
Johnson Geo W r 1012 Mill....1994-J
Johnson J A r Johnson....2091-J
Johnson J C r 1042 Pacific....627
Johnson J Taylor r 968 Toro....1303-J
Johnson J W r 1216Buchon....925-W
Johnson Jessie R r 1406 Morro....1815-R
Johnson Lester C r Avila....2-J-2
Johnson M E r 1730 Snta Rosa....973-W
Johnson Mark Mrs r Avila Rd....17-R-3
Johnson & McLennan contrs 515 N Broad....3035
Johnson N R Mrs r 2221 Broad....1643-R
Johnson O Richard r Johnson Av....1452-W
Johnson Pete r Yoakum Tr....289-W
Johnson Rodney V r 1218 Foothill Blvd....2524-R
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Johnston A N r 1413 Archer....1557-W
Johnston Bob r 117 Rincon Dr....3149-M
Johnston E L r 544Higuera....2025-J
Johnston Evelyn r 1341 Osos....2593-W
Johnston Geo A r 1514 Osos....2051-W
Johnston Jewett M r 875 Mountain Vw Av....2414-W
Johnston Robt M r 364 Hathway Av....38-J
Johnston Walter R r Johnson....2720-M
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Jones Ambulance Service 1095 Monterey....887
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Jones C E r 644 Islay....2512
Jones C W r 1603 Chorro....2840-R
Jones Cecyle H Mrs r EdnaRd....2896-J
Jones Florence H r Foothill Blvd....2165-W
Jones G V r 683 Mitchell Dr....1468-J
Jones Grace Mrs r 685Buchon....1193
Jones H C S r Edna Rd....2190-R
Jones Jas P r 226Rincon....1010-M
Jones John Edw r 669 Lawrence Dr....657-W
Jones Laura C r 586 Buchon....2949-W
Jones Mary r 762 Higuera....1267-W
Jones Melvin R r 525 Higuera....1304-J
Jones Mobile Service 505 Higuera....823
Jones Nelson r 864Monterey....389-R
Jones P F r 671 Pacific....1726-W

Jones Robt E r 1232 Monterey....877-M
Jones Robt L r 687 Islay....2309-J
Jones Virginia R Mrs r 227 Price....1398-R
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Jorgensen Edw r Camp S L O....20-J-12
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Joyaux H V Richardson R F Co 1135 Snta Rosa....88
Joyaux Henry V r 283 Chorro....616
Joyce Edward P r 1305 Palm....2684
Juarez Jose r 2011 Osos....2474-J
Juarez Robt N r 1032 Leff....815-M
Juillard-Cockcroft 230 Snta Barbara Av....93
Juillard Inc 228 Snta Barbara Av....1248
Julian C W Dr r 541 Caudill....2096
Justus F O r 1502 Essex....735-J

K

K P I K Broadcasting Co 1130 Garden....3171
K V E C Radio Station Hill&MountainVw....1100
Transmitter Morro Rd....702
Kaetzel C P atty 793 Higuera....1868
Residence 1530 Broad....621
Kaetzel Jack P r 1259 Palm....2885-M
Kaiser Alvin R rl est 1115Chorro....2685
Kaiser Alvin R r 1534Chorro....1472
Kallenborn C J r 951 Snta Rosa....2731-W
Kaml Mae r 1220 Osos....573
Kamm C H Mrs r 855 Buchon....48
Kamm C H & Co 1034 Monterey....332
Kamm L W insurance 1137 Chorro....1051
Kamm L W r 1504 Broad....2036
Kaney Ruth r 236 Grand Av....2699-R
Kapp Charles r 1129½ Islay....1404-J
Karl's Shoe Store 786 Higuera....881-M
Karns Charlie r 292 Higuera....342-R
Kasler C E Jack r 743 Pacific....1779-M
Kathka Clarence E Mrs r 671 Pacific....1811
Kathka E A r 1371Pacific....2521
Kauffold Lucile P r 240 Branch....2679-W
Kaufman Mary Edna r 1052 Islay....193-W
Kearns A L r 1238 Foothill Blvd....2973-M
Kearny Marie L Mrs r 729 Francis Av....412-M
Keely L C Mrs r 1129 Pacific....1553-M
Keever Marvin L r 330 Pismo....2084-M
Keffer G O r 1063Ella....1321-R
Kegley Mary M r 1405 Essex....1675-J
Kehm A r 2280 Lawton....2367-W
Keller Emma Miss r 582 Brizzolara....669-W
Keller Frank M r 654 Church....1491-M
Keller J W r OsosRd....2233-R
Kelley C C r 1507Beach....1885-J
Kelley Dorsey M osteo 722 Marsh....1483
Residence 70 Benton Wy....1708
Kelley S F r 872 Toro....2273-J
Kelly Chas J r 1352 Pacific....554-J
Kelshaw Grace E r 1265 Mill....775-R
Kem Louise r 1390Palm....1274-M
Kemper H L r 1304 Pacific....1852
Kennedy Carroll D r Orcutt Rd....10-F-3
Kennedy R E r 17 Mt Pleasanton Dr....2835-J
Kennedy Ralph C rl est-858 Marsh....1900
Residence 482 Islay....1083-W
Ken's Shell Station 1095Monterey....1030
Keogh John R r 1169½ Leff....1705-J
Kershaw G E r 451 Mitchell Dr....721
Kerwin Harry r 1341 Higuera....227-J
Ketchie Jas r 535 Mitchell Dr....2402-R
Ketchum Ernest H r 870 Meinecke Av....1747-W
Keyser Ivo S r 560 Leff....1026-J
Kibler Zoe r Monterey Hts....2109-J
Kidd Pete r 888 Church....1729-R
Kiel Howard r 640Leff....1258-J
Kiger H S r 2141 Broad....2793
Kiger Irvin J r 473A Chorro....2711-J
Kiger W M r 1067 Murray....673-W
Kilbern G W r 1519 Broad....686-W
Kilburn Marie Fechet Mrs r 265 Kentucky Av....462-R
Kilker A R r 863 Palm....2745-M
Kimball Charles r Foothill Blvd....1164-M
Kimball F C r 794 Buchon....1284
Kimball Fred r Avila....16-J-13
Kimball Motor Service 252 Higuera....2344
Kimball Tire Service 283 Higuera....758
Kimble I A r 2646 Lawton....1659
Kinder C J r 1718 Snta Rosa....2452-J
Kindle Beulah r 797 Pismo....1037-J
King A D r 1445Marsh....2198-J
King Arthur E r 866Leff....2293-W
King H E r 1670 Phillips Ln....1374-M
King Lester r 91 N Broad....1302
King R F r 1533½ Osos....1738-M
King Robt S r 1144 Montalban....1640-J
King Ruth r 858 Center....224-M
King Zella Mrs r 759Upham....334-W
Kinneavy F S Vy-Tab-O-Lator 265 N Broad....297-W
Kinney Dwight F r 1043 Marsh....2939-W
Kinney Seth G r 1329 Monterey....2714-R
Kinsey Sam r 126 King....2969-R
Kinsman A D r 596 Hathway Av....2349-W
Kinsman H C r 729Pismo....682-R
Kipper I R r 236 N Broad....1859-M
Kipper's women's apparel 853 Higuera....207
Kirby Co Of San Luis Obispo 981 Chorro....66-M
Kirk J H r 770 Buchon....1112
Kirkeby John r 1143 Walnut....879-M
Kirkpatrick J T r 652Caudill....1877-J
Kirkpatrick Juanita r 842 Leff....2402-M
Kirtland Howard B dentist 1114 Marsh....72
Residence Call Long Distance
For Snta Margarita....19-Y-3
Klaucke Dora r 668 Marsh....1560-J
Klaucke Roy r 2451Lawton....2485-W
Klauoke Chas E Mrs r 1801 Broad....1491-R
Klein Martha E r Highway....1307-R
Klemme H L O K Music Co 1129½ Monterey....703
Kluver F cigar mfr 726 Higuera....394-J
Knecht Fred W r 166 Grand Av....1119-M
Knight Florence T r 1390Palm....1436-R
Knight Frank Mrs r 1397 Marsh....718-W
Knokey Chas R r 1051½ Buchon....1152-R
Knott Chas E r 1418 Essex....842-M
Koehn Carl F Hotel Park 1815 Osos....792
Koenig J H r 1907 Ruth....1757-J
Koethen O W r 533 N Broad....557-J
Kolibas Michael r 850 Church....2042-M
Kondrat Frieda B r Poly Vw....797-J
Kondrat Wm V Jr r Poly Vw....797-J
Kornich H r 1021 Pacific....1233-W
Kotin Helen Tepper r 1794 Sn Luis Dr....404
Kotin Paul San Luis Clinic 990 Pacific....3041
Kough Blair B r 120Price....1646-R
Kraatz Robt r 1341A Palm....2755-J
Krabill Loren W r 209 Rincon Dr....2233-W
Kramp Harry F r 1117½ Marsh....2167-J
Kriner N F r 1196 Islay....854
Kroetz Geo r 1356 Higuera....2124-J
Krueger Clyde M r 729 South....2381-W
Krueger Harvey W r Foothill & Rincon....1977-J
Kueny Douglas M r 190 Chorro....2063-J
Kuhler Ralph L r 1265Buchon....2670-J
Kuhler Wm r 1515 Essex....1603-W
Kurtz Albert r Poly Campus....2014-R
Kustel H C Kustel & Silveira Serv Stn Marsh & Osos....1073
Kustel & Silveira Service Station Marsh & Osos....1073
Kyle Co 1609 Osos....546
Kyle Harry r 1747 Chorro....523

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Labadie Emile Jr Capt r Snta Rosa Pk Homes....1835-W
Labor Local No 1464 A F of L 1530 Monterey....256
Lacterman Harry M r 716Mission....935-W
Lacterman's women's apparel 728 Higuera....1285
Lagomarsino's Wholesale Liquor Store
Osos&Higuera....187
Laird Harry J r 1530 Fairview....954-R
Lamas R Mrs r 572 Snta Rosa....1241-W
Lamkin Jas S r 729 South....2961-M
Lammiman G F r 865 Morro....2662-J
Lander J R r 170 Poly Vw Homes....1474-R
Landreth J B r 628 Grove....1415-J
Lane Richard C r 1427½ Morro....2658-J
Lanford Larry r 951 Swazey....1325-R
Lang Alfred A r 549 Buchon....969-W
Lang C C Mrs r 675 Islay....461-J

Lang E H r 1031 High....2229-R
Lange Herbert J r French....2374-M
Langford D r 652 Mitchell Dr....1161-W
Langlois Arthur r 725Leff....411-W
Lanotti A r 948 Snta Rosa....2592-J
LaPierre Hazel Mrs r 578 Marsh....563-R
Larsen C J r 419 Snta Barbara Av....1690-J
Larsen J P r 624 Grand....2862-W
Larsen Peter gar 1027 Nipomo....814
Residence 575 Dana....1339-J
Larson H F r 238 Sandercock....2693-W
Larson P A r 462 Pismo....751-W
La Rue R O r 744 Islay....198-M
Las Higueras 1185 Islay....2993
LaScala Samuel r 703 Sandercock....2543-W
Latimer B G r 642 Monterey....433-W
Latimer Leon C r 845 Higuera....257
Lauck David r 98 Graves....1430-R
Laurent O J r 1367 Mill....2873
Laux F R r Edna Rd....2190-J
Lavette R r 729 South....2961-R
Law John V r 1654 Hillcrest....2956-R
Lawrence L W real estate 1020 Broad....121
Residence 1119 Palm....1631
Lawson Benny r 669 Chorro....459-W
Lawson John D r 396 Lincoln Av....939-J
Leach Richard r 281 Hathway....1785-R
Leary Joseph r 2000 Garden....1021
Lebo John R r 783 Pismo....1759-J
Lebo Louis r 147 Stenner....2526-R
Leboun John r 1514 Toro....1260
Lechuga Pedro r 1144 Walnut....1989-M
Lecuyer Ted r 1405 Marsh....1067-W
Ledbetter C Lt Col r 287 Chorro....2576-R
Ledson W A r 1174 Islay....1467-R
Lee Agnes M r 570 Pacific....360-J
Lee Cyril D r 1335 Broad....1726-M
Lee Harold B r 674 Leff....461-R
Lee Sue L r 1421 Garden....2894-J
Lefler Harold C r 2265 Broad....2378-R
Lefler Jessie B Mrs r 1716 Osos....2358-R
Le Gette Everett r 557Marsh....1427
Leguina S r 547 Higuera....531-W
Leguina Santy r 559 Islay....2569-J
Lehman H G r 1268 Frederick....2087
Leidig's Market 447Higuera....491-W
Leister Arthur r Orcutt Rd....5-R-3
Leitcher F W r 2319 Broad....1459-R
Leitner Mae r 1154 Islay....2030
Leland Edna Mrs r 765 Center....170
Leland Geo N r 865Morro....2651-W
Lemon Geo K r Snta Rosa Pk Homes....612-R
Lemos Louisa Mrs r 846 Palm....2281-J
Lemucchi Joe r 2250 Lawton Av....846-J
Lenger L L r 585 Leff....2145-W
Lenihan D J r 974 Islay....1692-R
Leonard A M Mrs r 1950 Murray Av....2176-W
Leonard J E r 907 Sandercock....1333-R
Leper R H r Baywood Pk....15-F-14
Leslie M W r 876Upham....923-M
Leslie R M r 2044 Fixlini....1521-W
Lessi C L New York Life Ins Co 1137 Chorro....632
Lessi C L r 1054 Church....1186-M
Leutz W A r 1639 Higuera....1388-R
Levers Howard J r Santa Fe Rd....7-J-3
Levy A & Zentner J Co 303 Higuera....1381
Lewelling Ernest B r 210 Lincoln....1352-R
Lewelling Flora r 672 Snta Rosa....347-R
Lewelling John r 1140Fig....1241-M
Lewetzow D R r 1447Beach....1091-J
Lewin Bernhard rl est 792 Monterey....325
Lewin Bernhard r 657Pismo....682-J
Lewin M & Son ins 792 Monterey....325
Lewin N S r 1368 Higuera....275-W
Lewis A V r 818 Sandercock....971-J
Lewis Albert J r 1134 Montalban....2752-J
Lewis Elane r 463 Islay....1283-R
Lewis George R r 860 Pacific....970
Lewis J S r 389 Pismo....2431-J
Lewis Manuel J r 860 Osos....2966-M
Lewis Morgan M r Vail's Villas....2449-W
Lewis N R r 2540 Gail Pl....2697-M
Lewis R A r Morro Rd....13-R-3
Lewis Simon S r 221 High....2825-R
Lewis T Lorraine r 148 Toro....3153-W
Lewis Vance D r Foothill Blvd....184-R
Libby Edw r Foothill Blvd....2469-W
Liberty Cleaners 727 Marsh....2290
Liebenguth Edith r 744 Higuera....1012-W
Lilley A M Mrs r 474 Marsh....387-W
Lilyman Grace A r 1142 Leff....1218-M
Lima Kenneth r 560Higuera....1495-W
Lima Mary E Mrs r 1359 Palm....2016
Limon Antonio B r 625 Florence....2769-W
Limon Regino r 1200 Bushnell Av....2188
Lind Geo E r 764Mission....2588-W
Lind John r 48 Benton Wy....1849-W
Lindesmith Ellen r 1121 Upham....2677-R
Lindgren Jacqueline Mrs r 873 Leff....2293-J
Lindley Dean C r 990 Peach....229-R
Lindley Fred P r 729 South....3164-J
Line Herbert r 534 Hathway....2561-W
Linebarger E W r 874 Church....589-W
Linebarger Margaret altrtns Wineman Hotel....1099-J
Link Raymond R r 1523 Monterey....1998-M
Linneman Carl F r 640Kentucky....2288-M
Litchfield's Market 695 Higuera....2193
Litho art shop 1819B Osos....3033-W
Little Gertrude G r 667Monterey....1280-R
Little Shoppe The 999 Higuera....1939-J
Littlejohn David r Orcutt Rd....739
Litzenberg Geo L r 526 Kentucky....2868-R
Locati L E r 1239 Mill....1612-J
Locke C S r 573 Snta Rosa....3045-J
Lockwood Carl r 668 Mountain Vw....1053-M
Loesche Edw C r 229High....1224-M
Loftin A E r 1367 Higuera....824-M
Logan C F r 390 Kentucky....2970-R
Logan Lulu Mrs r 1578 Palm....2336-J
Logan Victoria r 1558 Palm....1347-J
Lohrberg A r 753 Alexander Av....1812
Lonborg R H r 566 Ellen Wy....2561-J
Long C M r 1670 Monterey....689
Long E E r 1341 Osos....473-M
Long E E Piano Co 777 Marsh....506
Long Irvine S r 525 Branch....1194-J
Long W C r 525Higuera....948
Long Walter H r 1305 Pacific....2432-R
Loomis E C & Son 147 High....1080
Loper H S r 1432Higuera....1417
Lopes E J r LosOsosRd....1-F-21
Lopes Geo A r 1224Carmel....1085-J
Lopes Manuel V r Edna Rd....4-J-2
Lopez Bebe r 911 Branch....1245-R
Lopez Fortino r 1247 Murray....1754-J
Lopez Ivan r 585 Dana....340-W
Lopez Joe r 834 Sandercock....1886-M
Lopez Lawrence r 666 Lawrence Dr....2093
Lopez Manuel r 1320 Buchon....578-J
Lopez Minnie r 738 Higuera....749-M
Lopez Pete S r 1287 Murray Av....2577-J
Lopez W E r 101 Highway....17-R-2
Loretz Walter Rev Lutheran Church 867Pacific....2602
Loring Homer D Hotel Park 1815 Osos....792
Los Osos School OsosRd....1-F-13
Loucks Lola r 1043 Marsh....1275-R
Loughlin W H Mrs r 1728 Broad....2284-W
Louis Howard r 800 Palm....592-J
Louis Photo Studio 1017 Chorro....371
Louis Walter r 460Pacific....1228
Louk J W r 297B Branch....2324-R
Louran Lena Mrs r 873Church....589-J
Loveall Ben F dentist 774 Marsh....880
Residence 1845 Monterey....884
Lovegreen E A r 211Price....2825-M
Loveland Carl H r 906 Marsh....1601-M
Lovell E B r 868 Upham....953-J
Lovell J R r 1946 Chorro....701-J
Lowe Edw D r 2501Broad....1753-R
Lowe F W r 1119 Montalban....1640-R
Lowe Rose Marie r 313 Branch....2062-J
Lowe S J r Reservoir Canyon Rd....1635
Lowery Geo A r 1626 Osos....815-W
Loyd V V r 1202Pismo....159-J
Lucas James r 356 Pacific....1137-M
Lucas John r 261 South....2250-J
Lucas Mary r 261 South....2250-W
Luchessa Ed r 1660 Mill....1725-J
Luchessa V r 969 Toro....384-R
Lucksinger O F r Foothill Blvd....1172-J

Ludwick Art r 515 Broad....1564-R
Luini John r 2546 Victoria....1165
Luis Anthony R r Avila....9-R-12
Luis John G r 1968Chorro....1246-W
Luker C L r 1604 Morro....3148-J
Lumsdon John William r 1042 Pacific....351
Lund Flossie r 1819 Johnson Av....3140
Lusardi S J r 1665 Higuera....1388-J
Luster C C r 1724 Osos....2724
Lutheran Church 867Pacific....2602
Luttropp Eric r 457 Pismo....2347
Lyman Albert E r 1015 Buchon....140-W
Lyon Ray B SLO County of Superior Judge
Court House....3161
Residence 1290 Foothill Blvd....456

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MacCafferty E L r 1152 Marsh....499
MacDonald Harry F Carpenter H H Estate of
981 Monterey....46
Mace Rebe Mrs r Ramona Dr....605-M
Macha Fred C r 2344 Lawton....1136-W
Macha K A r 261 Sandercock....2605-W
Machado Tony r 172 High....2053-W
Machinist Union Local 1166 186 Stenner....1792
MacKay's Modern Foods 1135Garden....1444
Mackey Jas rltr Andrews Hotel....2510-W
Mackey Jas r 750 Montain Vw....1489-J
Mackie Alfred r Pismo Hwy....1042-J
Mackie Margaret M r 136 King....2969-J
Mackin Lawrence r 511 High....2252-J
Macrae Lester r Foothill Blvd....2035-W
Mack's Plumbing Shop 1030 Nipomo....2319-J
Mac's Cafe Avila....1-R-2
Maddalena Constante r Orcutt Rd....1596-J
Maddalena Noel r Atascadero
Call "Long Distance" for....Atascadero 220-J
Maddalena Tire Co Higuera&Osos....79
Madden R W General Petroleum of Calif
1099Marsh....2778
Madden R W r 1713 Garden....334-M
Maddock N L r 658Monterey....365
Maddox B I r 858 Leff....815-R
Madgett Raymond E r 101 Highway....3054-W
Madison Jack C Calif Western States Life Ins Co
762 Higuera....2078
Madonna A r 759 Monterey....2090
Madonna A Construction Co 581 Higuera....3020
If no answer call....1457-J
Madonna Louis J r Orcutt&McMillanRd....5-J-21
Madonna Lumber Co 581 Higuera....99
Madruga C Mrs r Foothill Blvd....242-R
Madsen Edward r 1443 Upham....1251
Madsen Robert T r 1441 Upham....1536-M
Maes Harry C r 770 Snta Rosa....2445-W
Maggetti Jerry r Yoakum Tract....2328-M
Maggetti Jerry T r 1264½ Palm....1862-W
Maggetti P L r 1264 Palm....775-J
Maha Elsa r 687 Islay....2396-W
Maher Edward J MD 784 Marsh....2412
Residence Sn Miguel Dr....2643
Mahoney D F r 1303 Higuera....1154-W
Maier Charles R r 1411 Broad....2006-R
Main Eva L r 1042 Pacific....1121-W
Mainini A r Morro Rd....13-R-1
Mainini Alfred r 1817 Broad....1104-J
Mainini Frank r 1127 Peach....481-R
Mainini H N r 1720 Broad....1156-J
Mainini Olympia r 560 Pacific....2686-W
Mainini Pete r Vachell Ln....3-F-2
Maino C A 1118Garden....80
If no answer call....654
Maino C A r 994Murray....654
Maino Construction Co contrs 2238 S Broad....3177
Maino James E r Pismo Hwy....10-R-1
Maino Sila M Mrs r 1043 Peach....922-W
Maino Theo C r 843 Rougeut....2998-W
Maino Theo M r 1424 Mill....679
Mairs R T r 848 Meinecke Av....106
Maldonado Mary r 1048 Fig....912-M
Mallagh A E r 1656 Phillips Ln....1731-R
Mallagh Elk r Monterey Hts....2109-W
Mallory Henry T grocer 1415 Beach....1273
Mallory Merle A r 708 Mission....1068-W
Mallory's Appliance Service 1329 Beach....675-J
Malone Sumner r 1613 Garden....2639-M
Maloney Merle J r 230 Higuera....1839-R
Manderscheid J Carl r 752 Buchon....1044-J
Mankin Ardath V r 1224 Buchon....687-J
Manley Stuart M r Edna Rd....11-R-3
Manson Jerold C r 969½ South....1898-W
Manthey Doris R r 1720 Johnson Av....962-J
Manthie Adrian r 769 Upham....334-R
Manthie Frank A r 854 Marsh....2359-J
Maples L C r 121 Cypress....2855-R
Marcom W E r 1342 Breck....610-W
Marcum Walter W r 2640 Broad....896
Marek John r 421 Dana....2672-M
Margaroli Chas W Jr r 734Mission....1529-W
Margaroli E r 1130 Islay....2267-R
Margaroli James r 2315 Broad....975-W
Margaroli Lucille r 770 Morro....1704-W
Margaroli Wm r 726 Park....2838-R
Marinello Shop 796 Higuera....330-J
Marquart Harry E r 654 Mountain Vw....1141-J
Marquering A R Mrs r 1214B Mill....2498-J
Marquez Louise r 863 Mill....2281-M
Marre Louis Fay Water Co Port Sn Luis....1-R-12
Marre Lugi Land & Cattle Co Port Sn Luis....1-R-3
Marshall Arthur P optmtrst 790Higuera....597
Marshall Arthur P Dr r 785 Buchon....237-J
If no answer
(Toll) Call "Operator" for....Morro Bay 3586
Marshall Hotel 874 Higuera....400
Marshall I S r 244 Price....1687-J
Marshall Nancy F r 296 Higuera....342-J
Marshall Rudolph r 1333 Carmel....738
Marshall Warde L D r 1038Palm....1943-W
Marshall's Jewelry Store 790Higuera....597
Marston Ena r 994 Peach....229-J
Martin A B dentist 997 Monterey....109
Residence 1680 Sn Luis Dr....1300-J
Martin A N r 555 Hathway Av....1893-J
Martin Barney E r 461Marsh....497-R
Martin Burnard K r 1024 Fig....3123-W
Martin Burnard K r Osos Rd....21-F-13
Martin C L r 496 Pismo....868-W
Martin Celia Mrs r 1261Mill....1862-J
Martin Claude r 2246 Broad....1459-J
Martin E E r 1929 Chorro....1744-W
Martin Edw r 350 Islay....2663-R
Martin Ernest r 732 Kentucky....1878-J
Martin Eugene r 535 Higuera....531-M
Martin Frank r 1027 Nipomo....1115-J
Martin Harold r Avila....16-R-3
Martin Isabel Mrs r 1628 Chorro....1656-M
Martin J E r Henderson....2342-M
Martin Jack r 561 Buchon....1445-J
Martin Jack r 588 Mitchell Dr....1599
Martin Joe W r 369Pacific....1973-J
Martin M S r Baywood Pk....21-F-23
Martin Nadine R r 1348Monterey....1434-J
Martin Perry r Avila....2-J-1
Martin Robt W r 961 Snta Rosa....2731-R
Martinelli S r 205 High....2646-R
Martines George r Avila....8-R-3
Martinez Frank D r 778Francis....2879-J
Martinez Pedro L r 2256 Broad....3179-W
Martini Louis Mrs r 969 Pismo....1987-W
Martins Jean E r 906 Fig....912-W
Martinsen M C r Foothill Blvd....2035-J
Martinson H R r 1011 Islay....1487-W
Martinson R S r 1034½ Peach....3193-W
Martinson Wm C r 1209 Peach....1270-M
Marts Gladys r 308 Higuera....3036-W
Masdonati Severino r 442 Buchon....1180-R
Masengill W T r 1182 Buchon....402
Masonic Hall Assn 859 Marsh....626-J
Massena Chas r 1262Buchon....2073-J
Master Brake Service 565 Higuera....525
Matejcek A J hardwd firs 161 Ward....272-W
Matejcek Max W r 664 Leff....203-R
Mathes Mike r 745 Francis....2879-R
Mathews Harold P r 1235 Monterey....1814-J
Mathews Lloyd L r 458½ Higuera....2861-M
Mathews Miles N r 535 Islay....2569-W
Mathews Monument Co & Plating Service
354 Higuera....1647-J
If no answer call....2861-M
Mathews Trailer Court 274 Higuera....1392
Mathews W W r 320 Higuera....1647-J

Mathison W G r 434 Islay....1509-M
Matney J R Mrs r 1535 Nipomo....1733-W
Mattocks Marie J r 1885 Monterey....267-W
Maughan Bros beer distrs 101Hwy....1413
Maughan W P Maughan Bros 101Hwy....1413
Maughan's Wholesale 51 Higuera....149-J
Maughmer M T r 960 Rachel....1764-M
Maxwell Jas F r 680Pacific....1040-J
Maxwell Margaret C r 832Meinecke....1166-W
Mayes Chas r 1023A Mill....606-J
Mazza Alfred r 446 Hathway....2112-W
Mazza Antone r 1630 Fairview....586-J
Mazza D B 1241 Nipomo....336
Mazza P r 1207 High....1619-M
Mazza Plinio r 1462 Haskins....2769-J
McAdams C R Mack's Plumbng Shop
1030 Nipomo....2319-J
McAlister A r 754 Higuera....629-J
McAllister Margaret A r Snta Rosa Pk Homes....1052-R
McAnallen Harold L r Avila....9-J-11
McAnninch Lamar r 1734 Osos....1449
McArthur J C r Foothill Blvd....1172-W
McAuliffe Emma r 621 Hathway Av....645-R
McAuliffe Patricia B r 245 Cypress....263-J
McBee F H r 728 Upham....576-J
McBeth Clifford E r 1154 Peach....2874-J
McBride A H r 1314 Osos....1740-W
McBride Clifford r 520 Higuera....2217-J
McBride E L r Edna Rd....2437-M
McBride H H r 577 Dana....135
McBride Sheet Metal Works 1023Nipomo....337
Nights Sundays & holidays call....2217-J
McCann Jas J r 234 BeeBee....1096-W
McCann Tractor Service S Hwy....2398
McCapes A M McCapes Vetnrian Hosp Hwy 1....166
Residence 215 Hathway Av....2707
McCapes Veterinary Hospital Highway 1....166
McCarthy Elinor Mrs r 724 Ida....1633-W
McCaskill A R r Ranch Hotel....2862-J
McCauley C W r 2074 Monterey....3184-J
McChesney Leroy E Royal Oaks Dairy
Verde Canyon Rd....6-J-3
McClaran R W r Yoakum Ln....2735-M
McClellan R E r 882 Grove....1618-W
McClintic Wm r 1120 Peach....2384-J
McClure J E Security Title Insurance&Guarantee Co
1119 Chorro....1015
Residence 1641Murray....2528
McClure J R r 1223 Chorro....214
McClure Warren F r 507Caudill....2737-W
McClure's Repair Service 2145Broad....2221
McCombie H E Mrs r 1408Garden....1298
McCombie Laboratory 773Pismo....1298
If no answer call....2677-R
McConnel C E r 1327 Osos....2593-M
McCorkle C O r 1618 Hillcrest....1077-R
McCormick A R r 1490 Andrews....1695-M
McCoskey L N r 1055 Peach....1166-J
McCoy B Douglas r Camp Sn Luis Obispo....19-R-3
McCray J A r YoakumTract....2899-W
McCune Audrey r 1317½ Palm....458-M
McCurdy A W r 1426 Snta Rosa....1833
McDaniel Thurman Mrs r 23 Mt Pleasanton....2653-R
McDaniels P L r 1376-2d....1595-M
McDermott Marie P r 1052 Peach....1160-M
McDonald B H r 1203 Buchon....2787-R
McDonald Harold W r 360 Hathway....2789-W
McDonald Jas M r 680 Snta Rosa....2774-R
McDougal M B Mrs r 282 N Broad....1651-W
McDowell Lavona r 1330 Mill....3025-W
McElrath Frank r 587½ N Broad....2258-M
McEntire Robert L r 1642Morro....2089-J
McEvoy Mervyn D r 1329 Chorro....1282
McFadden S H r 922 Murray....1056-R
McFarland L E r Poly Campus....1279
McGary Ray r 1922 Broad....1886-J
McGee Dorothy D r 747 Leff....1793
McGovern A J r 824 Grove....2304
McGowan M A r 341 Hathway Av....1543-J
McGowen Francis J CPA Wickenden Bldg....3185-J
McGregor Motors Co 1255 Monterey....3142
McGuire E W r 153 Stenner....764-J
McGuire E W Jr r 163 Stenner....2278-W
McGuire F V r 1265 Murray Av....2059
McHatton Russell G Mrs RN r 657Park....2102-W
McHenry Frank r 972 Church....1729-J
McIntire J H r 1330 Marsh....716-W
McIntyre Myrtle r 1151 Leff....3067-W
McIntyre Ralph M r 1437 Nipomo....2996-W
McKeen Dollie Mrs r 1212 Garden....369-W
McKeen H L r 1526 Beach....1153-J
McKeen W H McKeen's Htchry Laurel Ln....1452-M
McKeen's Hatchery Laurel Ln....1452-M
McKenzie J M r 1526 Osos....1404-W
McKibbin Ernest J r 729 South....2381-M
McKie J M r 626 Sandercock....1574-W
McKinnon Norman M r 1339 Breck....1804-W
McKnight Ray R r 676 Pismo....626
McLain Studio of Photography 970 Chorro....2247
McLaughlin E W r 343Marsh....1830-J
McLaughlin H L r Cuesta Rd....12-R-2
McLaughlin M R r Hathway Av....329-W
McLean Eugene D r 1135Upham....2235-J
McLean Peggy I r 1135 Upham....2235-J
McLennan Hugh r 491 Hill....656-W
McLennan Hugh J rltr 515 N Broad....3035
McLennan Wm E r 491 Hill....656-R
McLinn Gladys K Mrs r 580 Osos....91-W
McMahan Furniture Co 855 Marsh....1573
McMahan L E r Orcutt....2695-J
McMahon Byron J r 462Chorro....2034-J
McManus John A r 103 California Blvd....3079-J
McMaster Everett r 1314 Essex....2432-M
McMillan James Blois r Avila....8-F-5
McMillan Jean r Edna Rd....6-F-4
McMillan M r 1225 Pismo....762-J
McMillan Peter r Orcutt Rd....10-F-4
McNamara F E r 1533 Osos....2004-J
McNamara John J r 676 Grove....1731-J
McNanna Virgil r 927Branch....2294-R
McNeil Margaret r 954 Pismo....1581-M
McNeil Mary Jean r 1231½ Garden....3068-J
McPeak Emmie r MorroRd....1385
McPhee Julian A r Poly Campus....183
McQuillan Lawrence r 421 Sandercock....1398-M
McRae Alness r 1052 Islay....193-W
McRae L S r 1109 Pismo....1653
McWilliams E G Probation Officer Court House....3161
If no answer (Toll) Call "Operator" for....Cayucos 59
Meacham V H r 320 Kentucky....1150-M
Mead A Mrs r Foothill Blvd....2035-M
Mead Eugene A r 665½ Islay....2493-J
Mead M Mrs r 1536 Broad....2647-W
Mead W A r Foothill Blvd....2580-J
Means R W r 2524 Broad....2762-R
Meck Oliver H P r 1336 Morro....1581-R
Medico-Dental Adjustment Bureau 981 Monterey....552
If no answer call....1882
Mee Heng Chop Suey Shop 815 Palm....1330
Meeds Frances Mrs r 45MtPleasanton....2833-J
Meeker David P r 172 Poly Vw Homes....1474-M
Meily Wm r 39 Snta Rosa Pk Homes....1052-M
Meinecke E H r Mt Pleasanton Sq....1147-J
Meissner Katherine r Pismo Rd....14-J-12
Mele Daniel A r 781 Marsh....1657-W
Melendy L S r 150Chorro....2323
Melim August M r 464 Marsh....1171-W
Melim John r 2021 Broad....588-W
Melim Richard J r 948 Sandercock....955-J
Melin Irene r 1904 Broad....1104-M
Melin Walter N r 699 Chorro....2576-J
Mello Joe M r Osos Rd....20-F-11
Mello Leonard E r 1020 Pismo....473-W
Mello Palmeda r 120 Story....2551-R
Mendoza Steve F r French Rd....17-R-1
Menefee Mary W r 1042 Pacific....2939-R
Menor Geo r OrcuttRd....4-R-12
Mensch B S r 483 Mitchell Dr....2654
Mercantile Acceptance Co loans 994Monterey....994
Mercantile Acceptance Corp of Calif auto financ
994Monterey....994
Mercer Betty r 1341 Osos....1740-R
Mercer Wm r 1354-1st....1715
Merchant D C r Edna Rd....2437-R
Meredith Carl r 1424 Monterey....1143-J
Meredith Haskel O r 859 Ida....3134-W
Merker Denny L r 1154A Peach....2874-M
Merle Norman Cosmetics Studio 748Higuera....1477
Merson James F r Foothill Blvd....1213-J
Methodist Church 884 Pacific....2364-W

Metropolitan Life Ins Co 1042 Pismo....734
Metz Roy F r 1266 Monterey....1131-J
Metz Wm J r Snta Fe Rd....3-R-3
Metzler F H r 1822 Chorro....381-M
Meyer F D r 1817 Garden....733
Meyer H r California Poly....2014-W
Meyer Kate Mrs Chr Sci Pr 1318 Garden....215
Meyer Lawrence Mrs r 554 Kentucky....2937-J
Meyer O E r 1704 Broad....3183-J
Meyer & Willett auto dlrs 1005 Monterey....3131
Meyer & Willett Chevron Service 205 Higuera....1202
Meyers Rodney C r 687 Islay....945-R
Michalojko Stephen S r Foothill Blvd....2469-J
Michot Alys r 1328 Osos....2189
Middlecamp Lionel H r Orcutt Rd....13-F-5
Middlemast W C r 1134 Peach....2242-M
Middleton Dorothy r Ellen....81
Middleton Jos G San Luis Clinic 990 Pacific....3041
Middleton Wylie E r 647 Park....1374-J
Midget Lunch 1029Morro....2540-J
Midway Hotel 997 Higuera....1991
Milburn Thrale H r 282 Chorro....459-M
Millard Clyde r 725 Grand Av....1174
Miller B W r Ramona Dr....1861-J
Miller Beryle r 1351 Mill....3087-W
Miller Charlotte Miss r 1144 Buchon....3078-J
Miller Earl W r 676 Mountain Vw....1141-W
Miller Floyd L r 148 N Broad....440-W
Miller Geo A r 762 Higuera....799-J
Miller J C r 294Buchon....2326-W
Miller James r 590 Lawrence Dr....1259
Miller Kenneth r 1225 Mill....2273-R
Miller Marvin W r 1168 Mill....2445-J
Miller R E r 954 Toro....877-J
Miller Richard H r 1512 Morro....1159-M
Miller Thos O r Camp Sn Luis Obispo....19-R-12
Miller W I r 1605 Morro....983-J
Miller Wayland L Lt Col r Camp Sn Luis Obispo....19-J-2
Mills Cecil E r 2575 Lawton....2753
Mills Fanny r 530Marsh....2935-M
Mills W H Mrs r 313 High....2855-M
Mills Walter W r 122 Villa....157-M
Millsap Marvin L r 268 Branch....1096-R
Millsaps Vester L r 468 Leff....2424-W
Millspaugh Kenneth r 381 Pacific....1337-J
Minelle's Lingerie 1117 Chorro....1448-W
Miner Henry r 215 Rafael Wy....1450-W
Mingins Roy r 191 Kentucky....2094
Minium Muriel steno 631 Lawrence Dr....3192-J
Mink Mervyn r 1141F Pacific....1225-J
Minoli Dorothy r 65 Higuera....2955-R
Minoli Ernest Mrs r Edna Rd....819-W
Minville Rose r 1113Chorro....1433
Miossi Alfred r 1327Pacific....568-W
Miossi Alma r 1145Pismo....677-W
Miossi Ben E r Cuesta Rd....651-J
Miossi Gabriel r PismoRd....15-J-11
Miramon Eugene V r 1343 Marsh....718-J
Mirko M r 721 Branch....708-W
Mission Cafe&Bar 699Higuera....863-W
Mission Florist 965Monterey....432
Mission Garage 1011 Chorro....388
Mission Hotel 865 Monterey....593-W
Mission Laundry 331 Pacific....1440
Mission News Depot 987 Monterey....190-J
Mission Radio Co 882Monterey....2400
Mission School 682Palm....60
Mission Tailoring Service 1220 Morro....496
Mission Taxi Co 987Monterey....2
Mission Trailer Park 546 Higuera....2033-W
Mission Wrecking & Salvage Co 553 Higuera....1608
Mitchell Agness M r 1103 Toro....270
Mitchell Cleo J r 1341½ Higuera....1007-M
Mitchell F W r 350 California Blvd....259-R
Mitchell Katherine Mrs r 738 Higuera....2088
Mitchell Kenneth B r 576 Islay....1332-J
Mitchell Kenneth N r 465 Pacific....2007
Mitchell Thomas A Rev r 1431 Nipomo....2775-W
Miura Toru r Edna....6-R-2
Mobley A S Title Insurance&Trust Co 777 Higuera....321
Mobley A S r 348 Hathway Av....1230
Mocogni I J r 996 Mill....1994-R
Model Linen Supply 348 Higuera....1238
Modern Family Laundry 1313 Broad....304
Moebus John F r Fremont Court....659
Moen Della Mrs r 2753 Broad....1368
Moerman Geo F r 341 Higuera....500-W
Molinari Leo livestock Vachell Ln....311
Molinari S r 392 Pismo....1775
Moline Elvira L r 1134 Palm....2719-W
Monday Club Monterey....1960
Monson C E r Calif Poly....449-R
Monson Fred r 755 Lincoln....2944-W
Montano Francis r 865 Buchon....1527-J
Monterey Court 1756 Monterey....1949
Monterey Market 1601 Monterey....924-J
Montgomery Earl B r 1043 Marsh....3160-W
Montgomery H Ray dntst Chorro & Pacific....303
Residence 60 Benton Wy....205
Montgomery Ward & Co
Retail Department Store 876 Higuera....2310
Catalog Department 876 Higuera....2312
Appliance Repair Service 876 Higuera....1988
Moody Aubrey A r 460 Marsh....387-J
Mooney Ralph A r 137 Cypress....2623-J
Moore Maxine L r 667 Monterey....1178-J
Moore Roy F r 405 Branch....378-J
Moorefield J R r Pismo Hwy....7-R-13
Mora L A r Los Osos Rd....12-F-12
Mora R A r 358 N Broad....2436-R
Morena Laura r 1415 Higuera....1007-R
Moreno Marie r 547 Pismo....1104-W
Morganti L J r 664Monterey....2139
Morganti L J Co 698Higuera....2440
Morganti Milo J r 659 Palm....1605-J
Morris Beatrice r 1424 Toro....2787-J
Morris C A r 534 NBroad....557-R
Morris Edd r 1638 Snta Rosa....973-J
Morris Jack r 398 Chorro....1555-W
Morris Loren S r 487A Marsh....2965-M
Morris Peggy r 1326 Chorro....2340-R
Morrison Gertrude r 1706 Corralitos....2750-J
Morrison L J r 1662 Hillcrest Pl....817
Morrison M B r 1274 Bond....2147
Morrison R B r 269Hathway....2207-W
Morro Hotel 1011Morro....2037-W
Morrow Arthur E r 1215 Buchon....2787-W
Morrow Kay r 1503 Beach....1621-J
Morss Clayton L r 878 Islay....1565-R
Mortenson C R r 515Grand....1666-W
Morton Emil r 1529 Osos....574-R
Moskiman R r 2274 Broad....946-J
Mosley Chas F r BaywoodPark....15-F-22
Motel Inn Monterey....1340
Mott Robt r 150 Poly View....1630-W
Mott Russell r 2656Lawton....1571
Motz Style Shop 856 Higuera....1054
Mouchou Marge r Adriance Ct....2612-J
Mount Grace Mrs r 795 Islay....1272-J
Mountain View Hospital 1530 Marsh....1400
Muff G F Valley Electric Co 851 Higuera....264
Residence Mountain Vw&Hill....776-W
Mugler F R Dr r 1460 Mill....832
Muir Alan r 1271 Murray Av....2577-W
Muir J H r 1150Walnut....2567-J
Mulkey Grace T r 2014 Osos....811
Muller A V atty Wickenden Bldg....614
Residence 865 Morro....2830-J
Muller Winnie M r 676 Monterey....3169-W
Mullett Geo r 729 South....556-W
Mullican Frank N r 322 Hathway....2789-J
Mullikin Maurice r 180 Chorro....1240
Mullis Baxter r 1163Peach....706-J
Mumma J W r 527 Higuera....1304-R
Munez Jesse A r 685 Osos....2492-W
Munger Ward San Luis Welding Works 960Nipomo....1098
Residence 880 Meinecke....1747-M
Munk Bert T r 980 Islay....2249-J
Munn Robt O r 480 Buchon....551-W
Munoz D A r 685½ Osos....2987-J
Murphy Harry r 1516 Broad....2647-M
Murphy Jas H r 2141 Sierra Wy....2351-W
Murphy John P r 129 Chorro....2936-R
Murphy Nicholas J r 1844 Hayes....1119-J
Murphy Wm J r 487C Marsh....1847-J
Murray W D r NBroad....1342-J
Muscio Dante r 793 Buchon....237-W
Mutual Life Ins Co of N Y 1411Essex....842-R
Muzio A C r 1519 Higuera....825-R
Muzio Clementina r 1132Monterey....357-W

Muzio David groc 870Monterey....54
Muzio Frank D r 1418 Broad....2079
Myers F A Mrs r 869 Church....1587-W
Myers R W r 104Toro....985
Myers W A r 791 Toro....481-W
Mynatt W L r 680 Upham....2723-M

N

Nadelle M r 663 Pismo....2624
Nadelle Milton r 2775 Tenbrook....2578-R
Nanninga O W r Adriance Ct....1768-J
Naslund Chas r 310 Foothill Blvd....1168-J
National Cash Register Co 1016 Court....2849-R
National Dollar Store 736 Higuera....623
National Farm Loan Associations 1123 Garden....1386
Naugle Leslie r 1237 High....1764-J
Navone O 1827 Broad....1672
Navoni Jos r 351 Pismo....1471-W
Nay Orin E r 278 Lincoln....2529-W
Naylor H P r 661 Buchon....1103
Naylor James C blacksmith 666 Upham....448-W
Residence 2012 Broad....448-R
Nearly New Furniture & Sterilization Co
1230 Osos....2092-W
Neece Geo W r French Rd....2075-M
Neece Harry O r 810 Grove....1061-M
Neece Paul E r 3005 Broad....1050
Neely W M r 125 Snta Barbara Av....2042-R
Negranti Cora r 889 Buchon....216-W
Negranti Virgil r 611 Serrano Dr....1371
Negrich M Mrs r 1970 Chorro....1823
Nehf Otto J r 323Branch....2846-W
Nehl-RC Cola Bottling Co 120 Higuera....2115
Neil Fraser r 887 Nipomo....2856-R
Neilsen C r 2527 Broad....412-R
Nelms O P r 797 Christian....2568-J
Nelson A R r 1401 Foothill Blvd....194-M
Nelson Albert r 1104 Palm....266
Nelson Donald C r 1000 South....628-J
Nelson Donald S r 619Grove....907-W
Nelson Johnny r 586 Pacific....1329-W
Nelson Johnny Office Equipment Co 690 Higuera....228
Nelson Palmer r 644 Mountain Vw....656-J
Nelson Stanley H Nelson Wm A 982 Monterey....2134
Nelson Stanley H r 268 Snta Rosa....1745-M
Nelson Wm A insurance 982 Monterey....2134
Residence 270 Snta Rosa....1215-R
Nereson O B r 19 Mt Pleasanton....3055-J
Nernof A E r 1625Palm....1618-M
Nernof Tailoring Co tailor 1027 Chorro....103
Netto M E r Edna Rd....2437-J
Neustrom E A r 1428 Morro....1527-R
Neustrom Harold r 1339 Sydney....2546-W
Nevins Vernon J r 368 Chorro....1720
New Park Grocery 1401 Osos....1431
New York Life Insurance Co 1137 Chorro....632
Newton Calvin D r 147 Stenner....2526-J
Newton Pleasant r 1314 Palm....2442-M
Newton R L r 303 High....454-M
Newton Robt B r 1910 Ruth....2057-J
Nichols Rena K Mrs r 1110 Buchon....748-W
Nicholson R E Jr r 1231½ Garden....470-W
Nicholson Roy E Fuller Brush Co S Highway....2128
Nielsen Harald N contr 956 Walnut....594
Nielsen Harald N r 1720Chorro....2926-J
Nielsen Mae F r 618 Grove....895-W
Nisbet M J r 1415 Cazadero....1212-W
Nisperos Poly r FrenchRd....2075-J
Noel K E r 2252 Broad....2509-R
Noggle A R r 567Kentucky....2644
Nolan J T Mrs r 1250 Monterey....458-J
Nolting Geo r 1563 Fairview....2218-J
Nolting I F r 1217 Mill....1612-W
Nolting Paul O Calif Park Grocry
390 California Blvd....2738-W
Nord Elmer A r 881 Morro....2281-R
North Chas r Edna....15-J-12
North Side Grocery 84 Snta Rosa....465
Northington Henry H r 572 Islay....3155-W
Northwestern Mutual Life Ins Co 852 Higuera....173
Norton Harry H Eagle Pharmacy 898 Higuera....916
Norton Harry H r 2278 Story....209-W
Norton John r 777½ Higuera....1069-J
Norton Thomas A Mrs r 762Higuera....1319
Norwalk Co The 1088 Higuera....1237
Norwalk Service Station 1088Higuera....1913
Novak Bernard r 221½ Sandercock....2403-M
Novoa E Mrs r 2663 Victoria Av....2785-J
Nueser O M r 1801 Nipomo....2287-W
Nunes F W r 570LawrenceDr....2578-J
Nunes Frances C Mrs r 1336 Pacific....2832-R
Nunes J C r Portguese Flat Rd....401-M
Nunes John A r 523Higuera....2025-W
Nunes Jos A r Pismo Rd....7-F-11
Nunez Frank r 405 Dana....3064-W
Nuss Mildred r 274 Chorro....2628-R
Nuss W H Jr r 1646 Hillcrest....1135
Nye Erma r 219 Hutton....782

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O K Music Co 1129½ Monterey....703
O K Rubber Welders 1185 Monterey....2619-R
Oakley H R r Morro Rd....13-J-2
Oberholser B W r 859Church....1755-R
Oberholser Bill r 2771 Broad....2847-R
Oberson E C phy & sur Marsh & Garden....244
If no answer call....633
Residence 375 Chorro....619
Obispo Taxi 882 Marsh....47
Obispo Theatre 993 Monterey....197
O'Brian Evelyn r 45MtPleasanton....2833-J
O'Brien Ida Miss r 1029C Pacific....294-W
Ocean View Tavern Avila....8-J-3
Ochs Allan R r 1315 Cazadero....1677
Ochs O R r 386 N Broad....3072-W
Ochs O R & Son 1315 Cazadero....1677
If no answer call....3072-W
O'Connor Margaret r 1204 Marsh....476-J
O'Daniels Howard R r 878Lincoln....2711-R
Odd Fellows Cemetery & Mausoleum Highway....960
Odd Fellows Hall 500 Dana....168
O'Donnell Wm C rl est 133 Villa....1345
O'Grady May A Mrs r 605 Lawrence Dr....657-M
O'Hagan R T r 871 Chorro....1038-J
O'Hara Geo J r 1505Broad....416-R
O'Kelley Joe A r Broad....798-J
Old Mission The 782 Monterey....667
Oldfield Clarence L r 851Mission....2116
Olexiewicz Edw r 1344½ Pacific....2832-W
Olgiati Clara r Foothill Blvd....1164-R
Olgiati Robert 1019 Court....1055
Olgiati Robt r Johnson Av....2546-M
Olive Geo M r 1624 Mill....3074-J
Oliveira M M r Serrano Dr....2383-M
Oliver W H Dr chirprctr 1303 Garden....988
Ollie's Beauty Salon 1112 Garden....737
Olsen John W r 1306 Essex....2228-M
Olson Alma P r 1339½ Breck....1967-J
Olson Arthur G r 282 SntaRosa....2756-M
Olson Thor O r 1434 Higuera....2098-R
O'Mahoney James r 858 Toro....1884-R
Ontario Hot Springs Pismo Rd....7-R-2
Ooley E H r 1373 Frederick....2108-W
Openshaw Stella r 575 Buchon....198-W
Optical Supply Co Tower Bldg....2140
O'Reilly Anita r Camp Sn Luis Obispo....3126-W
O'Reilly E L Standard Motor Sales 990 Higuera....3144
O'Reilly E L r
Call "Long Distance" for....Atascadero-109-J
O'Reilly E M r 941 Ida....2023-R
O'Reilly G Pat r Camp Sn Luis Obispo....19-J-13
O'Reilly Mary A r Monterey & Murray....545
O'Reilly P J Mrs r 2028Murray....2788
O'Reilly Tim r 700 Grand Av....3170
O'Reilly Timothy I Buck&O'Reilly Bank ofAmerBldg....890
O'Reilly's Golden Rule Serv Sta & Auto Court
Monterey & Murray....545
Ormonde C r 381 NBroad....2264
Ormonde J F r 1838 Johnson....3154-J
Ormonde Jos r ESntaFeRd....14-J-11
Ormonde Manuel r Hwy 101....240-M
Ormonde Martha C r 254 Sandercock....2463-J
Ormonde Mary r 251 Sandercock....2605-J
Orr Hazel I r 2006 Chorro....1531
Orr O C r 1541 Nipomo....1191-W
Ortiz Julius r French Rd....2227-J
Orvis Harry J r 1034 Peach....1366
Orvis Wm r Snta Rosa Pk Homes....1756-W
Osborne Margaret r 1628 Garden....1614-M

Osborne R W Associated Oil Serv Stn Marsh & Osos..1914
Osborne R W r 750 Leff.....2322-M
Osborne Vallie r 770 Islay.....770-W
Osgood Earl J r 344 California Blvd.....1789-W
Osgood Mary r 871½ Pacific.....2357-R
O'Shaughnessy H r 1635 Garden.....897
Osos Liquor Store 1601 Osos.....42
Ostrander H W r 1363 Marsh.....1422-R
Ostrander Wm r 1347½ Monterey.....2124-M
O'Sullivan Delia Mrs r 1154 Mill.....1003-J
O'Sullivan J J Co shoes 741 Higuera.....863-J
Oteri Wm R r 492 Leff.....789-W
O'Toole Thos P r 547 Mitchell Dr.....1892-W
Ott Margaret r 1070 Palm.....694-J
Ousley J J r 1043 Marsh.....625
Outland Robt M r 265 N Broad.....1019-W
Overall Oliver r 671Morro.....435-M
Overall Wesley R r YoakumTract.....289-J
Overland J H r 1324-1st.....1590-M
Overman N E r 535Hathway.....129-W
Overton Jas L r 626 Sandercock.....1772-R
Owen E A r 1007 Chorro.....3121-J
Owen Fred W r 629Branch.....2182-R
Owen Lee W r 215 Branch.....1096-M
Owens Joyce r 1259 Palm.....2755-R
Owens Wilber r 165 Brook.....909-M
Owl Cleaners 2144 Broad.....2076-J
Owl Taxi Co 974 Monterey.....300

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Pace P C r 530Marsh.....2935-W
Pace Virgil r 2604 Broad.....241-W
Pace's Barber Shop 1017 Chorro.....2964-W
Pac Coast Lumber Co of Calif
Manager's Office 133High.....1268
Sales Office & Yard 271 Higuera.....1420
Pacific Electric Service 1619 Osos.....1790
If no answer call.....2605-M
Pac Freight Lines 393 Marsh.....1370
Pacific Gas & Electric Co
Office 894 Monterey.....58
Plant & Storeroom Pismo.....87
Substation & Night Operator Orcutt Rd.....1045
Pac Greyhound Lines depot 1009Monterey.....24
Pac Hotel 158Higuera.....2557
Pacific Motel 101 Hwy.....14-J-1
Pacific Mutual Life Ins Co 1035 Chorro.....1609
Pac Telephone & Telegraph Co The
Business Office 968 Monterey.....2000
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Packard Sales & Service 565 Higuera.....525
Page H B r 1615 Phillips Ln.....2058
Page M S r 579 Dana.....2579-J
Page Phil S r Orange Dr.....185-R
Paine Mary S r 1341 Osos.....957-W
Pairola Dorothy Miss r 952 Palm.....1489-W
Paiva C P Mrs r 952 Palm.....1489-W
Paivine W J r 865 Rougeot Pl.....3055-M
Palmaymesa F F r 499 Pacific.....1639
Palmer C W r 1264 Higuera.....452
Palmer C W r 1310 Marsh.....843
Palmer H E r 1850 Johnson.....323-R
Palmer-Waters Chapel 1264 Higuera.....452
Palmer Willard N r 259 High.....2953-R
Pandolfo Angelo r 975 N Broad.....1728-M
Papa Frances r 231½ Beebee.....2603-J
Paramount Pest Control Service 855 Monterey.....2837
Paramount Pest Control Service 1530 Monterey...2443-J
Paramount Upholstering Shop 272 Pacific.....2921-J
Parent John C r 461 Islay.....751-J
Paris Minnie Mae r 786 Peach.....459-J
Park Cafe 1819 Osos.....1318-J
Parker E R Boiler Works 514 Higuera.....2056
Parker Earl L r 1314 Broad.....2246
Parker Edwin M r 1328Archer.....2326-J
Parker H r Morro Rd.....2665
Parker J R r 1360 Marsh.....3047-J
Parker T L r 645Kentucky.....2464-J
Parker Ted Monterey Court 1756 Monterey.....1949
Parks H r 1045 Mill.....353-W
Parks Merrill r 450½ Marsh.....1171-R
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Parsons Lee R r 1204 Nipomo.....563-J
Passmore John F r Snta Fe Rd.....3-J-3
Patchett Hubert A r Edna Rd.....6-R-12
Patchett Sayde r 133A Snta Barbara Av.....1738-R
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Patterson John R r 1212 Frederick.....2951-M
Patterson Ralph A r 934 Branch.....2215-W
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Patton D E r 1433 Toro.....1346-W
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Paulus Cecelia r 638Woodbridge.....2434-W
Payton W L r 1317C Chorro.....1735
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Pearson L E r 2044 Hope.....2600-M
Pearson V E r Railroad.....406-J
Pearson Victor E r 1616 Monterey.....1813
Peavey Cleo r 1253 Mill.....1460
Pebley Allie r 129 Story.....1546-R
Pederson Chris r 752½ Palm.....2878-M
Pedranti Albert r 1028 Peach.....508-J
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Peerless Bakery Retail Store 850Higuera.....1111
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Pemberton E J Mrs r 1144A Marsh.....1561-M
Pence J B r YoakumTract.....2899-R
Pendleton Paul E r Monterey Hts.....1485-W
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Pennington R B r 424 Kentucky.....2045-J
Penwell H C r 729 South.....2381-R
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Peopies Jas r 236 Sandercock.....2403-J
Peper Mildred RN r Monterey & Murray.....2285-J
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Pereira Edward P r 726 Kentucky Av.....508-W
Pereira Joaquin L r Pismo Rd.....401-R
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Perozzi Dennis H r Orcutt Rd.....13-F-2
Perozzi John Poly Campus.....585-J
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Perozzi M R r 1020 Palm.....443-M
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Perry Edw C r 1227 Chorro.....1656-W
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Perry Thos K Dr r 479 Broad.....3159
Perry Wm A r 868 Chorro.....2031-W
Persson Leroy Rev Grace Tabernacle Osos&Pismo.....976
Persson Violet E r 1029Pacific.....291-M
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Petersen Auto Parts 742Marsh.....1106
Petersen Bonnick r EdnaRd.....2355-M
Petersen Fred L r 479 Pacific.....560-W
Petersen Henriatta r 1304Pacific.....2228-W
Petersen Sid L r 1641 Osos.....3148-R
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Peterson Paul K r 1141 Pacific.....2020
Peterson Rae C r 1201 Left.....1218-W
Peterson Robt E r 253 Branch.....1997-W
Peterson Roy A r 2031 Chorro.....1059-M
Petroleum Serv Co Snta Maria (Toll) Call "Operator" for.....Santa Maria 1700
Pettenger A M r 745 Grand Av.....2465-W
Petterson Walter H r 70 NBroad.....2995-J
Pezzoni Lillian C Mrs r 1224 Chorro.....641-J
Pfizenmayer Arthur r 1590 Murray Av.....2956-J
Pfleghaar Walter r 1516 Broad.....239
Phelps Fred M r 1235Upham.....1409-M
Philbin Leo F r 225 Rincon.....2233-J
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Philbrook Philip E r 1554 Palm.....1996-M
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Phillips Evelynmae r 764 N Broad.....1355-W
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Piuma Joe V r 518 Higuera.....307-W
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Powell Russell K r 227 King.....480-M
Powell W E r 1221 Peach.....1270-W
Powelson Earl R r 1829Morro.....2948-W
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Powers For Flowers 1422 Monterey.....2060
Powers Mildred J rl est 1711 Broad.....2103-M
Powers Nursery 1422 Monterey.....2060
Powers Sehon W r 1422 Monterey.....2897-W
Pozzi Rudolph r 540 Buchon.....411-J
Prater Mary r 998 Mill.....2987-W
Pratt Earl C r 507 Dana.....2009-J
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Presbyterian Church 981 Marsh.....1437
Preuss Bernhardt r 1440 Higuera.....1295-J
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Proud John r 1617 Snta Rosa.....1662-R
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Radius Clarence r 591 Kentucky.....634-M
Radon Bert r 1335 Carmel.....2875-J
Raetz Evelyn r 521 Snta Barbara Av.....1059-R
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Ragsdale J C r 320 Buchon.....989-J
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Ramage Harlan r Foothill Blvd.....184-J
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Ramage W C Bill plmbng 621 High.....2386-W
Ramage W L Granada Hotel 1128Morro.....232
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Ramonetti A V Mrs r 1051 Mill.....615-R
Ramos Angie r French Rd.....2227-R
Ramos Jas r 865 Venable.....550-W
Ramos Manuel C r 206 Harris.....480-R
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Rand&Halpin&Hibler Inc 2056Hope.....1265
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Randolph W M r 1700 Snta Rosa.....973-M
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Rasmussen Robt R r 1270Frederick.....2389
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Rauch Vern r 1305 Monterey.....2044-J
Ray Cecil C r 1213 Bond.....185-J
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Rayner Edw B r 1124 Nipomo....264-M
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Reaves Wm B r Breck....1520-R
Recreation Bldg City 864 Snta Rosa....492
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Reddick Wm E r Snta Rosa Pk Homes....1756-M
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Reece Robt H r 943 Murray....2732-M
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Reed Alice W Mrs r 1351-1st....1644-M
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Reed H Legrand r 515Dana....340-J
Reed Mary Mrs r 2231 S Broad....559-M
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Reeve's Shoes 760 Higuera....2470
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Rego Pauline Mrs r 963 Murray Av....2728-W
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Reis A C Mrs r 1147 Pismo....677-J
Reis John r Los Osos Rd....1-F-22
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Rhodabarger Helen L r 1169 Islay....1709
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Richards E H r 1343 Pacific....269-J
Richards Helen E r 816Pismo....248-R
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Richardson John W r 330 Pismo....1471-J
Richardson L V r Corralitos Av....919
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Richina Charles r Los Osos Rd....2-F-12
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Ritter J C r 1408 Broad....2392
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Robasciotti Ivan r 281 N Broad....1164-W
Robasciotti J Cafe 1034 Morro....600-W
Robasciotti Jennie Mrs r 1222 Osos....339-J
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Robbel Kathryn r 457 N Broad....2029-W
Robbins D B r 1536 Mill....1412-M
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Roberts C R r 970 Snta Rosa....1837-W
Roberts Dena r 370 Marsh....1187
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Roberts Gene r 712 Upham....377-J
Roberts Max E r 1141 Pacific....1225-M
Roberts Mollie Mrs r 648 Mitchell Dr....1468-R
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Robinson Esther E & F Bty Salon 1072 Mill....2038
Robinson Esther r 1045½ Peach....2191-M
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Robinson John H Jr r 1124 Nipomo....2649-J
Robinson M C Mrs r 920 Ida....2443-W
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Rogers John L ri est 1024 Nipomo....3199
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Rohrberg A E r 1555 Mill....2962-R
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Romero John Jr Mrs r 551 Hathway Av....1252
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Ros Louise r 1828Broad....2775-J
Rosa Anna r 1230 Archer....2118-R
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Ross Mary Edith The Palms gift shop 676 Monterey....1655-W
Ross Ruby r 781 Marsh....1044-W
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Rougeot T H r Snta Rosa....265-M
Rouse David r 532 Leff....1512-J
Routzahn Motor Co ofc 636Higuera....1470
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Rowe Philip E r 1212 Garden....2214-J
Roy Marie Mrs r 2530 Victoria Av....680-R
Royal Oaks Dairy Edna-Verde Canyon Rd....6-J-3
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Roza A F Jr r 1156 Peach....645-W
Roza A J r 2049Broad....2489-J
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Roza Arthur r 785 Morro....3077-J
Roza J P r 463 Pacific....893-J
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Rude Elmer E r 345Branch....378-W
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Ruiz John J r French Rd....2374-W
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Runge Helen D Mrs r 1426 Marsh....1667-J
Runston E J r 1521 Monterey....747-M
Ruse C L r 335 Toro....2752-R
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Russell Dorothy B r 582 Snta Rosa....2433
Russell Elmer L r 862 Toro....1315-J
Russell Isabella r 1034 Church....1065-J
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Salmina M G r 891 Nipomo....1286
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Salter Arthur r 522 Higuera....331-M
Salter M H r 859 Mission....2786-M
Salyer Edison r 725 Johnson Av....1595-R
Sandercock N W r 591 Islay....820
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Sandercock Warren r 1645 Nipomo....1288
Sanders D r 1243 Palm....1133-J
Sanders Guy W r 506 Caudill....1468-M
Sanders Harry D r 240 Sandercock....2497-J
Sanders Lucille M r 1599 Murray Av....1586
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Sankoff Leo r 1401 Foothill Blvd....585-W
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San Luis Ambulance Service 1095 Monterey....887
San Luis Amusement Co 983 Chorro....66-W
San Luis Auto & Tractor Wrecker S Highway....2398
San Luis Brick Wks Ofc 2900 S Broad....997
San Luis Brokerage rl est 1118 Garden....308
San Luis Cafe 1015 Chorro....881-W
San Luis Cleaners 1124 Broad....898
San Luis Clinic Osos & Pacific....3041
San Luis Cyclery 1239 Monterey....876
San Luis Electric&Heating Service 715Higuera....603
Between the hours of 6 PM&8 AM&on Sundays& holidays call....2614
San Luis Feed Co 305 Higuera....655
If no answer call....1080
San Luis Fish Co Avila....8-R-22
San Luis Fish Co 680 Higuera....136
San Luis Garbage Co 1827 Broad....1672
If no answer call....1680
San Luis Ice&Cold Storage Corp 1409Walker....67
San Luis Janitor Service 650 Graves Av....3075-W
San Luis Loan & Jewelry Co 974A Monterey....2958-W
San Luis Market Retail Dept Morro&Marsh....61
San Luis Merchant Police & Detective Agcy 1130 Walnut....409
San Luis Mill & Lumber Co 246 Higuera....624
San Luis Motor Co 1045 Higuera....3044-W
San Luis News Agcy 985 Monterey....477
San Luis Nursery Pismo Hwy....320-W
San Luis Obispo Casket Co 1264 Higuera....452
San Luis Obispo City of
City Clerk 867 Higuera....15
City License Tax & Water Collector 869 Higuera....544
City Police Dept 867 Higuera....31
Engineer's Office Pismo....947
Fire Dept Garden & Pismo
Fire Calls Only....5
All Other Calls....2668
Park-Playground & Recreation Commission 864 Snta Rosa....492
Public Library NBroad&Monterey....2606
Santa Barbara Av Yard Snta Barbara Av....2681-W
Sewer Farm Portuguese Flat....213-J
San Luis Obispo City Schools
Bus Garage & Maintenance Shop Marsh....2095
Emerson School Kindergarten Bldg Nipomo....805
Fremont School Peach....1236
Hawthorne School Story....2071
Jr High School Marsh....2070
Kindergarten School Buchon....1589-J
Senior High & Junior College Marsh....663

San Luis Obispo County of
Agricultural Commissioner 1025 Palm....1344
Airport Edna Rd....2977
Assessor's office Court House....777
Auditor's office Court House....1484
Child Guidance Center Court House....2974
Children's Home Sunny Acres....829
Clerk's office Court House....76
Constable Court House....2100
If no answer call....2850
Coroner 508 Higuera....33
If no answer call....2850
Court Reporter Court House....579
Custodian CourtHouse....1831
District Attorney office Court House....1683
Farm Advisor 893Marsh....52
Garage 1330 Monterey....741
General Hospital Johnson Av....1500
Nurses Home Johnson Av....1822
Health Dept 1009 Morro....2982
Home Demonstration Agent 893Marsh....52
Housing Authority 1185 Islay....2652
Justice of Peace Court House....415
Jackson Paul K Justice of Peace Court House....415
Residence....822
Law Library Court House....1145
Library Court House....1157
National Farm Loan Association 1123Garden....1386
Planning Commission 967 Osos....558
Probation Officer Court House....3161
If no answer (Toll) call "Operator" for...Cayucos 59
Psychopathic Ward Johnson Av....518
Public Administrator 508 Higuera....33
Purchasing Agent Court House....778
Recorder office Court House....617
Road District No 3 447 Snta Barbara....2417
Sheriff's Office Court House....2850
Sheriffs Sub Station....7-J-2
Social Welfare 1235 Morro....1797
Supt of Schools Ofc Court House....1907
Superior Judge Court House....3161
Supervisor's Chambers office Court House....76
Surveyor & Engineer Court House....788
Tax Collector office Court House....138
Treasurer office Court House....305
Tuberculosis Sanitarium Johnson Av....1818
Veterans Service Office 967 Osos....1082
San Luis Obispo County Farm Bureau 1135 Chorro..2790
San Luis Obispo Production Credit Assn
1123Garden....1386
San Luis Obispo Youth Fund Wickenden Bldg....1070
San Luis Optical Dispensary 846 Higuera....1308
San Luis Sanitation Service 1130 Leff....1124
San Luis Service Station & Garage 1044 Monterey...100
San Luis Sterilization & Mattress Co Buchon&High...405
San Luis Tallow Works ClarkField....2646-W
San Luis Taxi 999 Monterey....124
San Luis Wall Paper&Paint Store 1126Broad....1072-R
San Luis Welding Works 960 Nipomo....1098
If no answer call....1747-M
Santa Barbara Co Farmers Mutual Fire Assn
1016 Court....1380
Santa Fe School Pismo Hwy....7-J-1
Santa Rosa Street Market Mill&Snta Rosa....326
Santos Andrew r 2066 Chorro....1028-W
Santos Flora G r 463 Islay....1214
Santos Lewis r 653 Caudill....2597-M
Sarber John r 868 Mill....2989
Sarina Leon r 221 Sandercock....2497-R
Sarmento Don r 476 Buchon....2326-M
Sarmento John E r 303 Branch....1425-W
Sarmento Manuel r 333Branch....2671
Sarmento Pete r 478 Snta Rosa....933-R
Sarter L A r 1528 Nipomo....1733-M
Sauer A Co grocery 848 Monterey....27
Sauer Arthur r 1951Monterey....2441-W
Sauer Clara E r 1205 Chorro....111-J
Sauer F G r 1380 Broad....247-J
Saunders R W r Snta Rosa Pk Homes....1129-R
Savage Sharron C r 573 N Broad....605-R
Savio V r 448 Dana....1665
Sawyer Jas F r 2305 Johnson Av....90-R
Scamara A r 340Pismo....2118-J
Scaroni N Mrs r 923 Murray....2732-W
Schad E A r 1428 Nipomo....2610-R
Schaub J G r 1134 Palm....2719-M
Scherer W F r 1344 Pacific....554-R
Schinbine H E r 1121 Islay....2622-M
Schlegel C J r Avila Rd....18-J-12
Schlicht Anna C Mrs r Cuesta Rd....651-R
Schliem Norma Bell r 1691 Hillcrest Pl....2102-J
Schmidt A R r 864 Monterey....1226-R
Schmidt Arthur r 525Dana....2009-W
Schmidt W A Seven Up Bottling Co 1022Leff....1443
Schneider W H r 370 California Blvd....793-R
Scholefield & Co accts & audtrs
Bank of Amer Bldg....2255-W
If no answer call....3192-J
Schopper Q A r 1721 Snta Rosa....608-M
Schroetlin Alex r 1203 Buchon....2163-W
Schrouder Esther L r 544 Higuera....1742-J
Schultz S C r Morro Rd....2046-W
Schulz Harry E Kipper's 853Higuera....207
Schulz Harry E r MontereyHeights....920-J
Schulze Bros clothing 782 Higuera....364-J
Schulze C L r 641 Islay....1641
Schulze W H r 1339 Higuera....227-W
Schurtz Ralph r 874Upham....2893-J
Schwafel E C r 480 Pacific....233-W
Schwafel P r 1233 Beach....301
Schwarz F W r 456Leff....2424-M
Schweizer J F r 743 Buchon....987-J
Sciaroni Bob r 861 Pacific....795-R
Scileppi Frank P r 911 Branch....971-W
Scott Dental Laboratory 846 Higuera....533
Scott Distributing Co 725 Pacific....1442-J
Scott Ernest E r 729 South....2640-J
Scott Francis R Scott Isabel A 2358 Johnson Av..2091-R
Scott Frank r 1415 Nipomo....2996-R
Scott Isabel A pub acct 2358 Johnson Av....2091-R
Scott Leland r 419 Branch....2969-W
Scott Lorin M r 479 Chorro....2857-W
Scribner L B r 477 Buchon....2204-J
Scroggin Lucy r 1178 Pacific....1204-M
Sczepanski Milton r 1422Garden....2894-R
Seaback Albert R r 220 Harris....631-M
Seaback Eva H r 513 Sandercock....1072-W
Searcy Paul r 1681 Phillips Ln....3074-W
Sears Market 700 Marsh....2180
Sears Robt R r 495 Chorro....2944-M
Sears Roebuck & Co retail store 879 Higuera....760
Seaside Oil Co Pismo Hwy....1396
Seaton Don r 1720 Johnson....3166-W
Seavers Robt M r 591 Lawrence Dr....1254-J
Sebastian M r 321 Snta Rosa....2971-J
Sebastian T Santa Rosa Street Mkt Mill&Snta Rosa..326
Residence 1604 Hillcrest....498
Security-First National Bank of L A 799 Higuera....397
Security Title Ins & Guar Co 1119 Chorro....1015
Sederberg L E r Cuesta Rd....12-R-3
Seeley Charles L r 1140 Islay....1301
Self Service Laundry Foothill & Broad....297-J
Selhorst F V r 1521 Morro....2831-M
Sellars Harry H r 874 Center....2414-J
Selvage Alfred F r 2014 Fixlini....1521-J
Semans Hubert H r 69 Benton Wy....1116-R
Senter Harvey r 1236 Palm....2727-J
Serafin's Body & Paint Shop 865 Palm....1250-J
Serpa Enos V r 486 Buchon....989-R
Serpa Mary Mrs r 963 N Broad....281-J
Serrano Clofas Mrs r N Broad....1068-J
Serrano Flora Mrs r 1220 Marsh....328-J
Servatius Owen L r 1310 Murray....258-R
Serv-Ur-Self Laundry Surv-Ur-Self Laundry
183 Higuera....1974-J
Seven Up Bottling Co 1022Leff....1443
Seyller Paul K r 1237 Frederick....3091-R
Shadinger Geo H Sr r Beebee & South....2422
Shadow Arts Studio Wickenden Bldg....431
Shaeffer Fred A Avila Auto Court Avila....16-R-12
Shanghai Low 830 Palm....2080-W
Shannon Arlon C Jr r 480 Leff....789-M
Sharp S T r 1043 George....963-J
Sharpe Norman r Ferrini Rd....3158-W
Shatford Ada Mrs r 1746Johnson....1816
Shaw E N r 559 Kentucky....258-M
Shawhan Maude E Mrs r 657 Leff....2478-W
Sheehy Tim r 762Lincoln....979-R
Sheff Marie I r 1518 Carmel....2589-W
Sheffer A E r 1365 Palm....877-R

Sheffer Marguerite r 128 N Broad....1010-R
Shekell G A r 663 Woodbridge....2578-M
Shelby R W Waldorf Cafe 975 Osos....1002
Shelby R W r 1344 Higuera....2320-J
Shell Oil Co Inc ofc Poly Rd....98
Shell Service Station 1200Monterey....2942
Shepard Vard M r Poly Campus....3063-W
Shephard Carl R r 743 Buchon....1271
Shepherd Saml E r 970 Rachel....2769-M
Sheriff Office Court House....2850
Sherlock R W r See Canyon....18-R-11
Sherman Edw C Jr MD Hagen Treadwell Sherman &
Gaebe 1215 Chorro....1782
Residence 358 California Blvd....2043
If no answer call....1062
Sherrill Ray r 1688 Mill....2838-J
Sherwin LeRoy O r 973 SantaRosa....2731-J
Shifflette Wm B r 1147Pismo....1057-J
Shipsey Annie Mrs r 1266 Mill....423-J
Shipsey W T atty 1041 Chorro....3030
Residence 1248Marsh....2313
Shirley E R r 1165 Buchon....608-R
Sholes Fred r 74 N Broad....1505-J
Shook Vance r 729 South....3164-M
Short Myrtle r 1624Chorro....1656-R
Short Wm G r 252 Sandercock....2605-M
Shreffler Ernie r 1259 Stafford....1636-W
Shull E D r Edna Rd....1572-W
Shuttleworth Jos W r 683Henderson....2627
Shutts M R r 1305 Palm....928-M
Sides Hap r 431 Islay....2424-R
Siefert Wm H r Snta Rosa Pk Homes....796-W
Sieff Julius A r 1 California Blvd....793-J
Sieff Julius J Perfect Method Cleaners 983 Osos....1787
Siegel Joseph r 866 Pismo....1854-J
Signal Oil Co 751Marsh....802
Silacci Angelina Rusca r 1066Palm....1356-W
Silacci Elmer r 1162Pacific....1310
Silacci Henry Northside Grocery 84 Snta Rosa....465
Silacci Milo r 761 N Broad....2225-R
Silacci Pete Jr r 1430 Garden....1316-R
Silva Eunice Mrs r 819 Branch....1095-W
Silva Frank W r 1121 Montalban....1640-M
Silva J T r 1941 Monterey....2441-M
Silva Jas A r 566 Mitchell Dr....866-M
Silva Joe r 861 Ida....2208-J
Silva Joe A r Osos Rd....1-F-14
Silva Joe D r ReservoirCanyon....651-W
Silva John J r 1105 South....2275-R
Silva M C r 796 Christian Av....1643-W
Silva M M r Edna....13-F-12
Silva M T Jr r 197 Beebee....1094-M
Silva Manuel A truckng 607 Woodbridge....930
Silva Manuel Louis r 591 Buchon....1570-W
Silva Manuel T r 1170 Pacific....1204-W
Silva R J r Snta Rosa Pk Homes....1129-M
Silva & Ratliff weldng works 1243 Monterey....1199
Silva Ruby r 526Higuera....2025-R
Silva W G r Pismo Hwy....7-J-11
Silva's Tractor Service 211 Harris....2468-R
Silveira A F r 1519 Nipomo....151-W
Silveira Antonio F r 1052½ Peach....1777-R
Silveira Frank r 610MtView....776-M
Silveira Frank R r Pismo Hwy....17-J-11
Silveira Joaquin r EstradaGardens....651-M
Silveira John F r 1044 Peach....2288-R
Silver Jack r 462 Islay....2269-M
Silver L P r 1148 Olive....1737-W
Silvera Geo r 141 Beebee....2603-W
Silveria Frank J r 339Marsh....966-J
Silveria Frank P r 890 Mill....2944-J
Silverio Gregory r 1015 Nipomo....1115-W
Silvia Frank D r 1491 Upham....1289-R
Simas Manuel Jr r Pismo Hwy....7-R-12
Sime Mike r 1474 Upham....2353-R
Sime W B r 1042 Foothill Blvd....265-W
Simmons Jas J r 1426 Broad....2610-M
Simmons M F r Yoakum Tr....2695-W
Simon Chas M Austins Confcty 868 Monterey....86
Simon Levi Co Ltd food prods 668Upham....1894
Simpson Albert C r 387 California Blvd....3058-W
Simpson Carl E r 1169½ Leff....3078-W
Simpson John F r Tank Farm Rd....3-J-4
Sims C J r 810 Sandercock....1465-W
Sinclair LeRoy J r 1556 Monterey....888-M
Sinclair W B r 1120 Marsh....512-W
Sinclair's Jewelry 1044 Chorro....1482
Singer Knit&Art Shop 718Higuera....49
Singer Sewing Machine Co 733 Higuera....3027-W
Singleton Virginia A MD 1170 Marsh....73
If no answer call....478
If no answer call....2827
Residence 1841 Morro....2948-M
Sinsheimer A Z r 1020 Marsh....163
Sinsheimer Bros
Rancho La Lomita Edna Rd....6-J-21
Avila Ranch Avila Rd....18-J-1
Sinsheimer Bros ofc 849 Monterey....18
Dry Goods Dept 849 Monterey....143
Grocery Dept 849 Monterey....144
Second Floor 849 Monterey....143
Sirbeck Jimmie Mrs r 865 Morro....2659-W
Sister's Inn 208 Higuera....155
Sitton Ed r Avila....9-J-3
Skeen V E r 1319 Beach....2074-J
Skinner Anna E r 235 Cypress....186-J
Skinner W W Jr r 671LawrenceDr....1805-W
Slater C H S L O Co of Assessor's Ofc CourtHouse....777
Slater C H r 135 Hutton....1155
Sleep Off The Hi Way Motel 1000 South....791
Sleeter Geo W r 107 California Blvd....2524-M
Sleeth John A r 1235George....1592-M
Small H E bldg contr 1740Fixlini....1730
Smalley G W r 257 Snta Rosa....2608-M
Smalley K I r Snta Rosa Pk Homes....2586-W
Smalley Vernon W r 546 Higuera....1742-W
Smart Shoppe 1112 Chorro....1099-W
Smee H E r 855 Venable....2271
Smee Kenneth E r 2356 Johnson Av....2484-M
Smee's Plumbing & Heating Shop 1302 Osos....766
If no answer call....2694-J
Smith A L r 456 N Broad....2690-W
Smith A R r 559Marsh....1516
Smith Annie L r 1420 Palm....888-J
Smith Arthur R grocery 2630 Broad....1532
Smith C H r 824 Meinecke....913-W
Smith C L r 1302 Marsh....566
Smith Clifford Jay r 904MeineckeAv....430
Smith E Taylor hemstchng 1035 Murray Av....235
Smith Elmer Typewriter Shop The 1014 Court....127
Smith F L Mrs r 574 Islay....1445-R
Smith Frank B pump serv 579 Marsh....1993-J
Smith Frank M r 1320 Osos....1761
Smith Geo J Mrs r 966 Rachel....2024-J
Smith Jas Barry MD 781 Marsh....1411
Residence 397 Lincoln....1652
Smith Jas S r 480 Chorro....2944-R
Smith Leroy C r 752 Mission....1148-R
Smith M J r 383 Toro....1221
Smith Mary Hammack r 656 Monterey....433-M
Smith Melvin T r Sweeney Ln....1668-M
Smith Merritt B Mrs r 111 Story....588-J
Smith R M r 487 Chorro....2527-W
Smith Stratton r 319 High....454-W
Smith Thomas L r 1802 Broad....860
Smith Walter V r 1131 Olive....933-J
Smith Wm T pub steno Augusta....505
Snell Phyllis G r 670 Pismo....1726-R
Snodgrass G M r 308 Foothill Blvd....2960-J
Snow F C r 872 Venable....288-J
Snow John K r 965 Murray....1660
Sno-White Creamery 888 Monterey....1872
Soldovini Ambrose B r 955 Branch....2933
Sollers Gladys R Mrs r 970 Snta Rosa....3071-W
Solomon M L r 1635 Chorro....1614-W
Sontag Rose C r 1843Hayes....1119-R
Soper E W Mrs r 2040 Broad....1690-W
Soper Floyd W Odd Fellows Cemetery....960
Soper Martha M Mrs r 1809 Garden....2730-R
Sorensen Roy O r 268½Buchon....1654-W
Sorenson Frank r 239 Beebee....2673
Soto Barney r 1721 Snta Rosa....768-R
Soto Danny r 687 Islay....2309-W
Soto Frank J r 1208 Palm....363-J
Soto Gaile r 677 Marsh....668-J
Soto Gregg P contr 1119Fig....2279-W
Soto Rita 697Higuera....2171
Soto Val r 618 Kentucky Av....2888-R
Sousa Alvin r 595 Leff....2162-W
Sousa Lillie r 1629Garden....2639-W

Sousa M A r 1510 Broad....696
Sousa Mamie r 680Buchon....2006-J
Southern Counties Gas Co
Office 1141 Chorro....16
If no answer call....490
Plant Broad....490
From Morro Bay Exchange only (No Inter-City Charge) Ask "Operator" for Entrprise-10206
Southern Pacific Co Railroad Av....2500
Southern Pacific Milling Co ofc Snta Barbara Av....2200
Southside Grocery 100 Higuera....1795-R
Southwest Airlines Downtown Ticket Agency 987 Osos....418
Southwest Airways County Airport....2254
Souza John R r 981 Palm....2596-J
Souza Tony F r 1618 Carmel....2634-M
Sowash Geo r 1990Johnson....1846-J
Sowles Dorothy Pepper Inn Pismo Hwy....1965
Spangle Ava r 331 Hathway....2789-R
Spangler L S r 2603 Broad....680-M
Sparks Beatrice Anderson Hotel Beauty Salon 963Monterey....964
Sparks V D r 954 Murray....2459-J
Spaulding J T r 1283 Frederick....3091-M
Spears George W r 2131 Essex....380-W
Speer Robt r 487Marsh....1189
Spellman Cleve A r 138 Villa....2027-M
Spence A F r 754Lincoln....2857-M
Spencer S r 857 Snta Rosa....694-W
Sperlo John F r 449 Kentucky....2868-J
Sperry & Hutchinson Co The 778 Marsh....3083-W
Spessard Floyd r 314 Sandercock....454-J
Spillers Harold D r 335 High....1210-W
Spink & Collins 751 Marsh....2380-J
Spink Ray r 1520 Palm....1347-W
Spinney H L dntst 1343 Chorro....834
Spinning Wheel Upholstery 1150Peach....1250-W
Spohn E R r 1236 Stafford....2726-M
Spooner A B Jr r EdnaRd....15-R-2
Spooner C R r 1088 Foothill Dr....5-F-12
Spooner C R r Osos Rd....21-F-3
Spooner Q G r 451 Chorro....268-J
Sportsman's Store 660 Higuera....2520
Spotless Cleaners 403 Higuera....517
Sprague Walter r 850 Leff....467-W
Spreafico Romeo r Pismo Rd....7-J-13
Spring A F r 480 Pismo....1078-W
Spurgeon Herman r Johnson Av....2484-R
Spurlock W A r 609 Snta Barbara....807-J
Squires C C r Highway 101....628-R
Squires O J r 1038 Palm....1356-M
Stackhouse C H r BaywoodPark....15-F-4
Stag Billiard Parlor 956 Monterey....202
Stairs Jas W r Morro Rd....1569-W
Stall Robt W r 1230 Higuera....2547-R
Stalnaker I H r Avila Rd....7-F-12
Stalnaker S H r 2367 Lawton Av....209-J
Standard Auto Parts auto equip 1085 Higuera....1200
If no answer call....564-W
Standard Liquor Store 875 Monterey....1120
Standard Motor Sales 990 Higuera....3144
Standard Motor Service 990 Higuera....22
Standard Motors & Equipment 1700 Monterey....3146
Standard Oil Co of Calif Hathway Av....2316
Standard Station No 150 AD Marsh&Higuera....1707
Standard Stations Inc
No 343 1066 Monterey....731
No 3280 1565 Monterey....1004
Staniere Tom men's wear 1016 Morro....225-J
Staniere Tom r 748Grove....995-J
Stanley Carroll W r 1305 Morro....2357-M
Stanley Lloyd L Col r 1050Palm....2120
Stanley Norman F r 947 Toro....2796-J
Stapp Gholson r 1619 Chorro....2162-J
Stapp W E r 1620 Garden....2145-J
Star Auto Court PismoHwy....872-W
Starbuck Harry r 2552Lawton....2737-J
Starbuck's Market 707 Snta Barbara Av....1954
State Farm Insurance Companies 1016 Court....1380
Stavish J Mrs r 875 Rougeot....2653-J
Steach Frank J 1169½ Leff....1705-J
Stefancich F R r 726 Upham....1104-R
Steiner Ernest A r Campus Wy No 3....713-J
Stephan George E exectv dir Hseing Authority of San Luis Obispo County 3201 Pine Paso Robles Call "Long Distance" for....Pso Robls-749
Stephens J M r 68 Mt Pleasanton....1207-W
Stephenson G B r 1204Upham....1895-W
Stevens Joe r 658 Pismo....345-W
Stevens R E r Graves....1430-J
Stevenson Ellen M Mrs r 978 Chorro....358-J
Stevenson Frank V r 1425 Foothill Blvd....2973-R
Steve's Garage San Luis Service Station&Garage 1044 Monterey....100
Stewart Edw r 492 Leff....1283-W
Stewart Josephine r 503 High....2620-J
Stewart Mary E r 1305 Palm....148-R
Stewart Sam Ella r 154 Higuera....1679-M
Stewart W E r 1684 Fairview....1463-J
Stick John r 111 Story....588-J
Still Fred R r 739 Pacific....2963-W
Stillwell John W r 447 Lawrence Dr....376-J
Stinerock R L r 1023 Pacific....294-J
Stinson Archie C r 860 Osos....443-R
Stocker Cecil E r 140 Grand Av....2699-M
Stocking Leslie H r Snta Rosa Pk Homes....1835-J
Stockird Les E Bachino&Stockird 740 Higuera....393
Residence 209 N Broad....2164
Stockle Ruth r 1606 Johnson Av....2749-J
Stoddard Robt W Mrs r 492 Leff....1743-W
Stokes Dorothy E r 535Hathway....129-W
Stokx A E r 751 Branch....1027-J
Stolz Bert r 762Higuera....629-R
Stone L C r 4 California Blvd....977
Stone Robt r 1269 Frederick....2970-J
Stone V L r 1721 Garden....2394-J
Stornetta A r Edna....17-F-5
Stornetta Louis P r Edna....17-F-11
Storni A N r 952Mill....2653-W
Storni C J r 772Essex....1590-W
Story George Mrs r 1342 Garden....1316-J
Stover Lewis r 1047 Palm....650-J
Stowe C D r 1641Hillcrest....1517
Stowe Trailer Sales 996 Marsh....2701
Stoy Edward G r 101Hwy....10-R-3
Strader C R locksmith 1131 Garden....984-W
Residence 2647 Lawton....984-R
Stradtmann Loise A r 781 Marsh....2136-W
Stranahan Robt E r 1824 Hayes....1430-W
Stratton Richard H r 239 N Broad....1244-W
Streysman E J r 1234 Ella....212-J
Stricklin Geo r Yoakum Tr....2829-J
Strohmer Margaret r 1828 Fixlini....1011-M
Strong Robt D r 971 Church....2042-W
Strong's Cleaning Works 659 Higuera....236
Strunk D r 138 Villa....2027-J
Stubblefield Monteen r 1000 South....2230-J
Studle Leo r 497 Islay....1743-J
Stumpf Edith Margaret r 738 Higuera....1219
Sue's Sundries 1634 Osos....2565-J
Sullivan Geo A r 522 N Broad....1564-J
Sullivan Jas A r 845 Upham....953-W
Sullivan Lillie r 622 Brizzolara....2265-M
Sullivan R W r 66 Mt Pleasanton Dr....1754-W
Sumpter Evelyn Mrs r 879½ Morro....2281-W
Sundquist Henry r 740 Christian....2762-J
Sunnyside Homes South....1950
Sunnyside School OsosRd....20-F-21
Surge Dairy Service 711 Monterey....468-J
Surv-Ur-Self Laundry 183 Higuera....1974-J
Sutherland Florence r 784 Snta Rosa....1205-W
Sutherland Wm W r 975 Murray Av....2350-J
Sutter John H Mrs r 1439Peach....1842-M
Swack J r 1331½ Carmel....2875-W
Swader Carl r 1168 Mill....2445-R
Swain Lorna Mrs r 462 Dana....3064-R
Swain Vernon R r 758 Grove....905-J
Swank Max K r Monterey Heights....1996-R
Swans Motel S Highway....2019
Sweatt Theo Mrs Chr Sci pr 67 Benton Wy....2725
Sween Harold r 382 Broad....1466-M
Sween Jack r 886 Lincoln....2629-J
Sween K A r 1360 Pacific....882-J
Sweeney Edward r 430 Pismo....2085
Sweeney John P r 1022 Grove....825-M
Swinnerton S M r 552 N Broad....128-J
Swinney Mable Mrs r 657 Mitchell....2086
Sworthout H G r 781 Peach....1478-W

Sycamore Mineral Springs Avila Rd....8-J-12
Sylvester Albert r Avila....16-R-11
Sylvester Antonio r Avila....2-R-4
Sylvester Bros fish Port Sn Luis Wharf....1-R-13
Sylvester Joe r Avila....16-J-11
Sylvester Manuel r Avila....16-J-3
Sylvester W V r 855 Rougeot Pl....2191-R
Symons Fred H r 133 Cypress....495-W

T

Taber Saml D r 2181 Sierra Wy....2351-J
Taff H L r 1028 Pismo....831
Taft O L r 512Dana....2564-W
Tagliabue W F Capt r 795 Johnson Av....2498-W
Takken Harry W r 811 Mission....484-R
Taku Karl r Edna....6-J-1
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Wright Jessie Mrs r 726 Buchon....1568
Wright John C r 103 California Blvd....1806-M
Wright L H r 675 Brizzolara....313-J
Wright Lorraine Cobb r 1208 Peach....637
Wright Marcella r 755 Francis Av....2559-J
Wright Micky r Yoakum Tr....2899-J
Wright's Roofing Serv 1427 Beach....1416
Wroble Walter F r 2509Lawton....1020-W
Wu H M Dr herbalist & oste 972 Snta Rosa....1750-W
Wu H M Dr r 481 Lawrence Dr....2434-M
Wunderlich A M Maj r 681Grove....1262-M
Wyatt Glynn A r 1219 Ella....212-W
Wyatt W C r Edna Rd....1255-W
Wybrandt H P r 470 Grand Av....2161-J

Y

Yance Alice Mrs r 1512 Morro....2318-J
Ybarra Mary r FrenchRd....2177-W
Yeager Claude R r 1837 Johnson Av....2353-W
Yellow Cabs 1044 Monterey....100
Yenter Mary r 954 Pismo....1581-M
Yoakum C O r 1841 Slack....580-W
Yoakum Jesse r Edna Rd....2553-W
York & Bakke hse mvrs 697 Mitchell Dr....1190-W
Young C R r 1240 Ella....2338
Young Claude r Pismo Rd....7-F-3
Young E S Young's Beauty Shop 1037 Monterey....391
Young E S r 1803 Garden....2730-M
Young Emma r 964 Rachel....1376
Young Harry E r 468 Leff....2387-M
Young Kent B r 1305 Murray Av....1281-W
Young's Beauty Shop 1037 Monterey....391
Yours & My Furniture Store 1127 Broad....942
Yowell Carl r 1151 Mill....1315-W

Z

Zahner Chas A r Port Sn Luis....1-J-1
Zanoli Frances Mrs r 1037 Mill....2830-W
Zanoli Jess r 1813 Chorro....564-W
Zanoli Wilfred r 1437 Beach....521
Zavala Jose r 2102 Broad....2489-M
Zegar Apartments 1626 Osos....1902
Zegar Furniture Store 840Monterey....85
Zegar Steve 1318 Mill....10
Zegar's Warehouse 881 Morro....2080-J
Zehr E L r 967 N Broad....2225-W
Zellner&Bowden 711Marsh....1957
Zellner W M r 549 Hathway Av....774-J
Zerfing A L r 1228 Mill....1256-W
Zilka Thos J r 1127 Foothill Blvd....3079-W
Zimmerman Holmes r 743 Monterey....1475-J
Zipper Wm J r 1909 Ruth....2677-J
Ziwicki R B Mrs r 1305 Palm....928-J
Zuiderweg P J r 210 Beebee....556-M
Zupan Clarence E r 435 Higuera....2861-W
Zweifel John R r Edna Rd....15-R-3

Built-in telephone outlets cost so little... mean so much

At the time a house is built, the cost of installing conduit for a number of telephone outlets is small...and it adds real value to the home. It's a wise economy, even if only one telephone is needed immediately.

Additional telephones can be added when you want them...where you want them...without running exposed wires along baseboards or moulding or drilling through floors. When you build, plan for a number of outlets. Call your local Telephone Business Office and ask for free Architects and Builders Service.

The Pacific Telephone and Telegraph Company

BELL SYSTEM

A favorite shopping center ...your Classified Directory

Every day countless thousands of telephone users turn to the Classified Directory to find the names of business firms who make things, sell things, do things. They know that it's the convenient way to reach the people they want, *when they want them*.

And the people who make things, who sell things, who do things know that the most efficient and economical way to reach these potential customers is through the yellow pages of the Classified Directory.

Wise business people everywhere take advantage of this selective, low-cost advertising medium. For further information, call our nearest Business Office.

The Pacific Telephone and Telegraph Company

BELL SYSTEM

CALIFORNIA TELEPHONE DIRECTORIES

YELLOW PAGES

LOCALITY: San Luis Obispo County

YEAR: February 1948

CLASSIFIED TELEPHONE DIRECTORY

FOR

SAN LUIS OBISPO COUNTY

FEBRUARY 1948

For Information Concerning This Classified Directory, Please Call Our Business Office.

Abstractors–See Title Companies

Accountants

Anderson H D.....Cambria-38
Arsenio & Grundell 861 Monterey..Sn Luis Obspo 729
Ball Rollin 205 N Broad.....Sn Luis Obspo 3125

BOYCE J EARLE
AUDITOR - PUBLIC ACCOUNTANT
INCOME TAX SERVICE
Member of
Society of Amer. Accountants
Bank of America Bldg.....Sn Luis Obspo-886

Chope J P Wickenden Bldg.....Sn Luis Obspo 162-M
Deal D T 113 Valley Rd.....Aroyo Grnde 409-W
DeGolia John 725 Higuera.....Sn Luis Obspo 43
Derby Mabel H Miss 623-2d.....Pso Robls 1164-W
Espy Edwin Francis
Foothill Blvd.....Sn Luis Obspo 1149-W
HALL WILLIAM O 1135 Chorro..Sn Luis Obspo 2114
Kildow Harry M 1920 Park.....Pso Robls 406-W
McDaniel Allan Traffic Wy.....Atascadero 690-W
Scholefield & Co
Bank of America Bldg.....Sn Luis Obspo 2255-W
Scott Isabel A
2358 Johnson Av.....Sn Luis Obspo 2091-R
West Chauncey W 729-12th.....Pso Robls 688

Accountants–Certified Public

McGowen Francis J
Wickenden Bldg.....Sn Luis Obspo 3185-J

Adding & Calculating Machines

Clary Multiplier Corp
1040 Chorro.....Sn Luis Obspo 867-W
HILL'S STATIONERY
1127 Chorro.....Sn Luis Obspo 1403
NELSON JOHNNY OFFICE EQUIPMENT CO
690 Higuera.....Sn Luis Obspo 228
(See Advertisement This Page)
TYPEWRITER SHOP THE
Sundstrand Authorized Agency
1014 Court.....Sn Luis Obspo 127
(See Advertisement This Page)
VICTOR ADDING MACHINES–
NELSON JOHNNY OFFICE EQUIPMENT CO
690 Higuera.....Sn Luis Obspo 228
WALKER R G
Remington Adding Machines Sales-Service
785 Marsh.....Sn Luis Obspo 681-W

Telephone service is one of the unifying forces of the nation.

Sales

VICTOR
ADDING MACHINES

Service

- ROYAL TYPEWRITERS
- CHECKWRITERS
- DUPLICATORS
- FILES - DESKS - SAFES

ALL MAKES REPAIRED

SALES - SERVICE - SUPPLIES

JOHNNY
NELSON OFFICE EQUIPMENT
CO.

690 HIGUERA

San Luis Obispo 228

ADDING MACHINES

SUNDSTRAND

Authorized
Sales &
Service

THE TYPEWRITER SHOP
1014 Court San Luis Obispo 127

Adjusters

Campbell J E 1371-2d.....Sn Luis Obspo 2248-J
COAST COUNTIES ADJUSTMENT BUREAU
Russell J Thomas Owner
777½ Higuera.....Sn Luis Obspo-399
GENERAL ADJUSTMENT BUREAU INC
Ed K Francis-Branch Mgr
793 Higuera.....Sn Luis Obspo 1968

Adobe Blocks & Shapes

Adobe Drafting Service
214 Old L A Lne Los Angeles
(Toll) Call "Operator"
for Los Angeles.....Mutual 7697

Advertising–Outdoor

FREEMAN SIGN SERVICE
448 Higuera.....Sn Luis Obspo 335
GREEN JOE NEON PRODUCTS
286 Higuera.....Sn Luis Obspo 2511-J
HARRIS GEO
Harris Advertising Signs
120 Ocean Vw Av.....Pismo Bch 106-J

Advertising–Radio

See Radio Broadcasting Companies & Stations

Advertising Signs–See Signs

Agricultural Implements

ASHTON & WAER 1139-13th.....Pso Robls 666
(See Advertisement This Page)
Harris Tractor & Implement Co
1044 Park.....Pso Robls 17
INTERNATIONAL HARVESTER IMPLEMENTS—
STANDARD MOTORS & EQUIPMENT
1700 Monterey.....Sn Luis Obspo 3146

AGRICULTURAL IMPLEMENTS
OLIVER EQUIPMENT
GOBLE & TOWNER DISCS
ASHTON & WAER
SALES & SERVICE
International Trucks - Oliver, Cletrac Tractors
DE SOTO - PLYMOUTH
Phone Paso Robles 666
1139-13th St.

JOHN DEERE
AND
"CATERPILLAR"
NEW & USED TRACTORS
AND EQUIPMENT
SERVICE & REPAIRS
Any Make Farm Equipment Repaired
JOSEPH G. MOORE CO.
1306 Pine Paso Robles 450
Santa Maria—113 West Chapel
(Toll) Call "Operator" for Santa Maria 5

Agricultural Implements–(Cont'd)

JOHN DEERE IMPLEMENTS—
MOORE JOSEPH G CO
113 West Chapel Snta Maria
(Toll) Call "Operator" for.....S Maria 5

Johnson Fred H 1119 Garden.....Sn Luis Obspo 164
Livingston E C Co 1236 Railroad.....Pso Robls-534
Loomis E C & Son 415 Branch.....Aroyo Grnde 32
Minneau & Loomis 316 Branch.....Aroyo Grnde 49
MOORE JOSEPH G CO 1306 Pine.....Pso Robls 450
113 W Chapel Snta Maria
(Toll) Call "Operator" for.....S Maria 5
(See Advertisement This Page)

Air Compressors

Philpott George M Co 1160 Bryant San Francisco
(Toll) Call "Operator" for.....Hemlock 1-5475

Air Compressors–Renting

Parker E R Boiler Works
514 Higuera.....Sn Luis Obspo 2056
Philpott George M Co 1160 Bryant San Francisco
(Toll) Call "Operator" for.....Hemlock 1-5475

TOMASINI A E
I-R AIR COMPRESSORS & TOOLS RENTED
SALES & SERVICE
DRILLING - BREAKING
CHIPPING - TAMPING - Etc.
1922 Johnson.....Sn Luis Obspo-1424

Air Conditioning Contractors

COOPERATIVE FARMERS SHEET METAL SHOP
1315 Pine.....Pso Robls 153
SMEE'S PLUMBING & HEATING SHOP
1302 Osos.....Sn Luis Obspo-766

Air Conditioning Controls–See Regulators

Air Conditioning Equipment & Supplies

Keene's Plumbing & Heating Serv
618-12th.....Pso Rbls 655-J

Air Line Companies

SOUTHWEST AIRWAYS COMPANY
Information and Reservations
San Luis Obispo County
Airport.....Sn Luis Obispo 2254

Air Line Ticket Agencies

BONETTI & RICE TRAVEL SERVICE
SOUTHWEST
UNITED - TWA - AMERICAN
PAN AMERICAN-PHILIPPINE-WESTERN
TICKETS & RESERVATIONS
Across From Court House
987 Osos.....Sn Luis Obspo 418

Southwest Airlines Downtown Ticket Agency
987 Osos.....Sn Luis Obspo 418

Have you heard "The Telephone Hour" radio program recently? Guest artists of the music world bring you weekly programs of outstanding musical interest.

Aircraft Renting

Paso Robles Aviation Club Inc
Sherwood Field.....Pso Robls 1002

Aircraft Schools

HOOVER BROS & PHILBRICK FLYING SERVICE
AUTHORIZED PIPER CUB DEALER
ERCOUPE SERVICE
Flight Instruction & Charter
Aircraft Service Parts & Supplies
Rt 2 Box 186C
Edna Rd.....Sn Luis Obspo 2977

PASO ROBLES AVIATION CLUB INC
Sherwood Field.....Pso Robls 1002
(See Advertisement This Page)

Aircraft Servicing

Hoover Bros & Philbrick Flying Service
Edna Rd.....Sn Luis Obspo 2977

Airports

Hoover Bros & Philbrick Flying Service
Edna Rd.....Sn Luis Obspo 2977
San Luis Obispo Co Airport
Edna Rd.....Sn Luis Obspo 2977

Ambulance Service

Gray's Funeral Chapel & Crematorium
S Highway.....Atascadero 98
JONES AMBULANCE SERVICE
1095 Monterey.....Sn Luis Obspo 887
(See Advertisement This Page)
Kuehl Funeral Home 1703 Spring.....Pso Robles 301
PASO ROBLES AMBULANCE CO
2815 Vine.....Pso Robls 652
(See Advertisement This Page)

Amusement Devices

GRANT MUSIC CO 1227½ Spring....Pso Robls 588
Hoffman Warren Wigwam Ct.....Pismo Bch 349-J
Polin Burt W 974 Monterey.....Sn Luis Obspo 2370
San Luis Amusement Co
983 Chorro.....Sn Luis Obspo 66-W

If the telephone number at your residence is listed under another's name, frequently friends do not know how to reach you. For small cost you can have a separate listing in the Telephone Directory under your own name.

• Flight Instruction
• Plane Rentals
• Charter Service
SALES & SERVICE
PARTS - SUPPLIES - ACCESSORIES
PASO ROBLES
AVIATION CLUB INC.
Day or Night
Phone PASO ROBLES 1002
SHERWOOD FIELD

Phone Day or Night
SAN LUIS OBISPO
887
If no answer call
SAN LUIS OBISPO 1030
OR SAN LUIS OBISPO 2190-R
RATES ON OUT-OF-TOWN CALLS
SPECIAL ATTENTION TO TRAIN CALLS
We Serve Any Community - Red Cross Trained
ALL AMBULANCES FULLY EQUIPPED
First Aid Equipped - Heated & Air Cooled
JONES
AMBULANCE SERVICE
Independently Owned & Operated
1095 Monterey San Luis Obispo

PASO ROBLES
AMBULANCE

SERVICE
RIDE WITH YOUR PATIENT - NO CHARGE
Call
Paso Robles 652
• 24-HOUR SERVICE
Any Time - Anywhere
• EMERGENCY FACILITIES
• NO MORTUARY CONNECTION

Amusement Places

BRIDGE-O

FOR AN EVENING'S
REFINED ENTERTAINMENT
PLAY
BRIDGE-O

195 Pomeroy.....Pismo Bch 8-R

Fun House Pomeroy.....Pismo Bch-131
Pismo Bowl Pomeroy.....Pismo Bch-191

Ant Control–See Exterminating

Antiques–Dealers

B & B Antiques
Louis & Augusta Blomquist
1023 Broad.....Sn Luis Obspo 394-W
El Techo Azul
Mrs Gladys K McLinn-Prop
1126 Chorro.....Sn Luis Obspo 91-W

Telephone service is a friendly service. The people who operate and maintain it take a genuine satisfaction in serving you pleasantly and well. People who use the telephone a great deal find that friendliness is an instinctive habit. The telephone helps folks to know each other better.

WAR SURPLUS GOODS
COMPLETE CIVILIAN DRESS
AND WORK CLOTHING AND
MILITARY OUTFITTERS

CLOTHING
- SHIRTS
- PANTS
- JACKETS
- SHOES & BOOTS
- SWEATERS

CAMPING EQUIPMENT
- COTS
- TENTS
- SLEEPING BAGS
- MISCELLANEOUS MDSE.

LUGGAGE
- B-4 BAGS
- FOOT-LOCKERS
- OVERNIGHT CASES
- SHAVING SETS

BEDDING
- BLANKETS
- SHEETS
- TOWELS
- PILLOW CASES

BENO'S
ARMY and NAVY STORES
CIVILIAN & WAR SURPLUS GOODS
PHONE
San Luis Obispo 620
1019 Morro San Luis Obispo

Apartments

Beach Apartments 266 StimsonAv:....Pismo Bch-19
Bently Apartments 1804 Spring....Pso Robls 1153-J
Bonnie Apts 439 Ocean View.....Pismo Bch-158
Breaker's Apartments 278Hinds.....Pismo Bch-325
Bruce Apartments 956 Swazey...Sn Luis Obspo-1966
CHRISTENSEN HENRY
Morro Del Mar.....Morro Bay 3920
De Voe Apartments 1824 Park.....Pso Robls 1505
Dolliver Apts 424 Hinds Av.....Pismo Bch 164
El Camino Apartments
10th & Spring.....Pso Robls 1110
El Marero Hollister.....Pismo Bch-196
Hathway Ella Hollister Av.....Pismo Bch 196
John Marion 860 Osos.....Sn Luis Obspo 2986
Kuligren Apts Alamo Av.....Atascadero-152
Norwood Apartments 11th & Sal.....Pso Robls 591
Pismo Beach Court Dolliver.....Pismo Bch 107
Riverside Apts 13th&Riverside.....Pso Robls-703
Sea Garden Motel Apts
Rates By The Day Week or Month
440 Stimson.....Pismo Bch-69
Seashore Apartments
12 Apartments-Weekly & Monthly Rates
Stimson.....Pismo Bch-168
Seaview Apartments.....Cambria-22-Y-3
Shell Beach Motel 101 Highway....Pismo Bch 3-Y-3
Stratton Court 450Main.....Pismo Bch-97
Tree House Apts S Highway.....Atascadero-172
Zegar Apartments 1626 Osos....Sn Luis Obspo-1902

Architects

Douglas H B Snta Barbara Av....Sn Luis Obspo 2200
Holdredge Wm Decker
1641 Mill.....Sn Luis Obspo 2467-J

Army & Navy Goods

Beno's Army & Navy Store
1019 Morro.....Sn Luis Obspo 620
(See Advertisement This Page)

Artists' Materials–Retail

Johnson Paint Store Highway.....Atascadero 119-J

Asphalt & Asphalt Products

ROSELIP WALTER B
ASPHALT & ASPHALT PRODUCTS
ASPHALTIC PLANT-MIX
ROCK & SAND
GRADING & PAVING
Ferrocarril Rd.....Atascadero-20
If no answer call.....Atascadero-245-W
If no answer call.....Sn Luis Obspo-785
If no answer call....Sn Luis Obspo-211-W

Associations

See also Clubs; Fraternal Organizations; Labor Organizations; Etc
Atascadero Golf Course Highway...Atascadero 101-W
Atascadero Grange Hall Palma Av..Atascadero-214-J
Automobile Club of Southern Calif
District Ofc 1113 Spring.....Pso Robls-1077
District Office
1134 Monterey.....Sn Luis Obispo 1480
Emergency Road Service
1246 Spring.Pso Robls-169-W
Emergency Road Service
1101 Monterey.....Sn Luis Obispo 102
Boy Scouts of America
790 Monterey.Sn Luis Obspo-2220
Camp Fire Girls Inc
864 Snta Rosa.....Sn Luis Obspo 1858-W
Central Labor Council A F of L
1208Pine.Pso Robls-548
Chamber of Commerce
1111 Chorro.....Sn Luis Obspo 1414
County Welfare Dept Mall.....Atascadero 161
Dune Lakes Ltd.....Aroyo Grnde-203-F-3
(Continued Next Page)

Associations–(Cont'd)

Eagle's Lodge IOOF Bldg.....Pso Robls 1081
Elks Club 906 Marsh.....Sn Luis Obspo-322
Grange Hall S Broad.....Sn Luis Obspo 639
I D E S Hall Assn Mill.....Sn Luis Obspo-1373-W
I O O F Hall 128 Bridge.....Aroyo Grnde-48
Infantile Paralysis Foundation
1302 Marsh.....Sn Luis Obspo 566
Labor Local No 1464 A F of L
1530 Monterey Sn Luis Obspo-256
Masonic Hall 859 Marsh.....Sn Luis Obspo-626-J
Masonic Temple 112 Poole.....Aroyo Grnde 123-W
Monday Club Monterey.....Sn Luis Obspo-1960
Odd Fellows Hall 500 Dana.....Sn Luis Obspo-168
Paso Robles Community Chamber of Commerce
707-13th.....Paso Robls 16
Paso Robles Mutual Building & Loan Assn
1211 Park Pso Robls-613
Paso Robles Women's Club 13th&Oak.Pso Robls-525-J
Red Cross American 991 Osos...Sn Luis Obspo-2630
San Luis Obispo Production Credit Assn
1123 Garden.....Sn Luis Obspo-1386
Sixteenth Dist Fair Ofc
Gregory & Victoria.....Pso Robls 950
Veteran's Hall Court House.....Sn Luis Obspo-65
W O W Hall Assn 1212 Chorro..Sn Luis Obspo-595-W
Womens Civic Club 247 Stimson Av..Pismo Bch-83-J

Athletic Goods

See Sporting Goods Headings

Attorneys

Brazil A H 793 Higuera.....Sn Luis Obspo-2082
Residence.....Snta Margrita 48-Y-6
Buck Charles K
Bank of America Bldg.....Sn Luis Obspo 890
Buck & O'Reilly
Bank of Amer Bldg.....Sn Luis Obspo-890
Champion Lawton D Bank of Amer Bldg..Pso Robls-76
Fisher James D 711-12th.....Pso Robls-333
Fitzgerald M A 793 Higuera.....Sn Luis Obspo-4
Gallagher John P Bank of America Bldg.Pso Robls-161
Grundell Herbert C Court House..Sn Luis Obspo-1683
Harris Richard F Court House....Sn Luis Obspo-1683
Held F J Jr Harbor View.....Pismo Bch-50
Houseworth J L 981 Monterey...Sn Luis Obspo 867-J
Kaetzel C P 793 Higuera.....Sn Luis Obspo-1868
Lyon Ray B 711-12th.....Pso Robls-333
Muller A V Wickenden Bldg.....Sn Luis Obspo-614
O'Reilly Timothy I
Bank of America Bldg.....Sn Luis Obspo-890
Renetzky Andrew 846 Higuera...Sn Luis Obspo-1033
San Luis Obispo County District Attorney
Court House.Sn Luis Obspo-1683
Shipsey W T 1041 Chorro.....Sn Luis Obspo 3030
Webster Alex 1433 Oak.....Pso Robls-41-W
Wright Robt E Entrada Av.....Atascadero 474

Auto-Lite Official Sales And Service

Look on "A" pages under "Automobile Electrical Service"

Automobile Accessories

See Automobile Parts & Supplies Headings

Automobile Batteries

See Batteries Headings

Automobile Beds

Calif Auto Bed Co 7699 E 14th Oakland
(Toll) Call "Operator" for.....Lockhaven 8-2093

Automobile Blacksmithing

See Automobile Body Repairing

There are 6,156 telephone companies serving the United States.

Automobile Body Repairing

ANDY'S PAINT & BODY SHOP
"ANDY" WILCOX
BODY & FENDER REPAIRING
AUTO PAINTING
ALL WORK GUARANTEED
FREE ESTIMATES
118 Branch.....Aroyo Grnde 51-J

CLINE'S AUTO BODY SHOP
Fred A Cline Proprietor
640 Marsh.....Sn Luis Obspo-422
If no answer call.....Sn Luis Obspo-1556
GARRETT MOTORS
1219 Monterey.....Sn Luis Obspo 2476
LANGLEY'S PAINT & BODY SHOP
729 Spring.....Pso Robls 65
Paso Robles Body Works 2815 Vine....Pso Robls 652

SERAFIN'S BODY & PAINT SHOP
H. E. "PEEWEE" SERAFIN
COMPLETE
BODY & FENDER REPAIRING
AND
AUTO PAINTING
Free Estimates - All Work Guaranteed
865 Palm.....Sn Luis Obspo-1250-J

Tex's Paint & Body Shop Main.....Morro Bay 4281
THRESH E H INC
1101 Monterey.....Sn Luis Obspo 102
WILSON MOTORS 1234 Broad...Sn Luis Obspo 116

Automobile Boxing–See Trucking

Automobile Bumpers

See Automobile Parts & Supplies Headings

Automobile Bus Lines–See Bus Lines

Automobile Camps–See Motor Courts

Automobile Courts–See Motor Courts

The men and women in the Bell System are used to meeting emergencies and they are trained and equipped to carry on in times of special need. For years they have known the test of fire, flood and storm. Always before them is the tradition that "the message must go through".

SHOP IN THE
YELLOW PAGES
Whenever you want information about an article, a service or a certain business
LOOK IN THE
Classified
TELEPHONE SECTION

DAVID L. FAIR

CHRYSLER PLYMOUTH

DIRECT FACTORY DEALER

Body & Fender Work

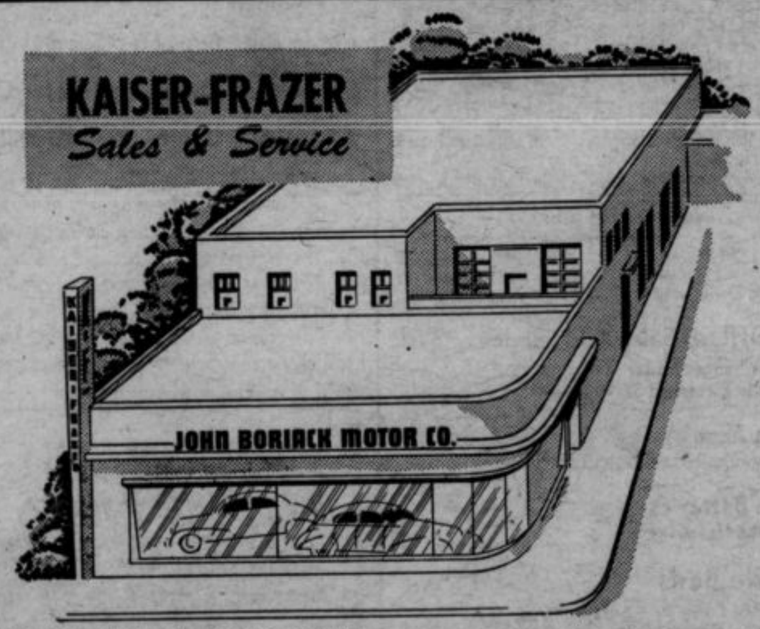
Parts Distributor

Complete Automotive Service
MOTOR REBUILDING
WHEEL ALIGNMENT and FRAME STRAIGHTENING

San Luis Obispo 978

Cash Paid for Used Cars 1330 MONTEREY

KAISER-FRAZER
Sales & Service



FULL LINE OF PARTS AND ACCESSORIES
Complete Automotive Service
Body and Fender Repairs - Painting
Auto Electrical Service - Brake Service
Wheel Aligning - General Repairs
1144 MONTEREY

SAN LUIS OBISPO
1469

Automobile Dealers—New Cars

BOOTH BROS 836-13th.....Pso Robls 5
(See Advertisement Page 9)
Booth Bros 1103 Higuera.....Sn Luis Obspo 3174

BORIACK JOHN MOTOR CO
1144 Monterey.....Sn Luis Obspo 1469
(See Advertisement Opposite Page)

BUICK MOTOR CARS—
KAMM C H & CO
1034 Monterey.....Sn Luis Obspo 332
MICHELMORE D D BUICK & G M C
1501 Spring.....Pso Robls 14

CADILLAC SALES & SERVICE

"STANDARD OF THE WORLD"

"WHERE TO BUY IT"

Standard Motor Sales
990 Higuera.....Sn Luis Obspo 3144
TURNER PAUL L 1020 Park....Pso Robls-1000

Chevrolet Agcy 1039 Monterey...Sn Luis Obspo 1548

Everything possible is being done to furnish you the prompt and courteous service to which you've been accustomed. When there is a delay before you get the operator, remember that more people are placing more telephone calls than ever before.

CHEVROLET AUTHORIZED SALES AND SERVICE

Choose Chevrolet for Big-Car quality at low cost. Remember—Chevrolet's proved quality, plus nationwide Chevrolet dealer service, means DOUBLE DEPENDABILITY wherever you travel.

"WHERE TO BUY IT"

CHEVROLET AGENCY
1039 Monterey.....Sn Luis Obspo 1548
NICHOLS SID CHEVROLET
1305 Spring.....Pso Robls 786

CHRYSLER MOTOR CARS—
FAIR DAVID L 1330Monterey.Sn Luis Obspo-978

CONNORS MOTORS 2508 Spring...Pso Robls 673-J
(See Advertisement Following Page)
Corda & Warden 1131 Monterey..Sn Luis Obspo 2675

DE SOTO MOTOR CARS—
ASHTON & WAER 1139-13th.....Pso Robls 666
McGREGOR MOTORS CO
1255 Monterey.....Sn Luis Obspo 3142

DODGE MOTOR CARS—
BOOTH BROS 836-13th.....Pso Robls-5
BOOTH BROS 1103 Higuera..Sn Luis Obspo 3174

FAIR DAVID L 1330Monterey....Sn Luis Obspo-978
(See Advertisement Opposite Page)
(Continued Next Page)

Rigid or flexible telephone conduit can be easily and quickly installed during construction of your new home. Be sure your plans specify built-in conduit.

STUDEBAKER

GARRETT MOTORS

STUDEBAKER

Authorized STUDEBAKER DEALER
San Luis Obispo

TRUCKS
COMPLETE AUTO BODY & FENDER WORK
AUTOMOBILE PAINTING
Expert Automotive Service and Parts
San Luis Obispo 2476
1219 MONTEREY • Corner Toro

CHEVROLET
CARS & TRUCKS
Sales & Service
• GENUINE PARTS & ACCESSORIES
24-Hour Towing Service
After 5:30 P.M.
Phone Paso Robles 584-M
SID NICHOLS
Chevrolet
AUTHORIZED DEALER
SALES & SERVICE
Paso Robles 786
ATASCADERO 163
1305 Spring St. Paso Robles

Authorized Dealers for
The Amazing New
KAISER
The Sensational New
FRAZER
SALES
PARTS
COMPLETE SERVICE
FARM EQUIPMENT
ROTOTILLER
Connors Motors
PASO ROBLES
673-J
2508 SPRING

Automobile Dealers–New Cars–(Cont'd)

FORD AUTHORIZED SALES & SERVICE

It pays to bring your Ford "Back Home" for service. Your Ford dealer knows your car best. He uses genuine Ford Parts and Ford-approved equipment.

"WHERE TO BUY IT"

LEVERENZ WALTER F.....Atascadero 40-M
PALMER GUY W 401 Traffic Wy. Aroyo Grnde 47
THRESH E H INC
1101 Monterey.....Sn Luis Obspo 102
TRUMAN HARRIS A 1302 Pine....Pso Robls 53

GARRETT MOTORS
1219 Monterey.....Sn Luis Obspo 2476
(See Advertisement Preceding Page)
HARRIS TRUMAN A & SON 1302 Pine. Pso Robls 53
(See Advertisement Opposite Page)

HUDSON AUTHORIZED SALES AND SERVICE

NEW HUDSON AUTOMOBILES AND COMMERCIAL CARS
HUDSON'S PROTECTIVE SERVICE

"WHERE TO BUY THEM"

REINKE PAUL A 1130 Pine.....Pso Robls 659

(Continued Next Page)

Buick 8
Genuine Buick & GMC parts
d.d. michelmore
Sales & Service
GMC TRUCKS
OFFICE
Phone
PASO ROBLES
514
SERVICE PASO ROBLES 14
National Auto Club Towing Service
1501 Spring Paso Robles

Automobile Dealers–New Cars–(Cont'd)

KAMM C H & CO 1034 Monterey Sn Luis Obspo 332
KIMBALL MOTOR SERVICE
252 Higuera.....Sn Luis Obspo 2344
(See Advertisement This Page)
LEVERENZ WALTER F Highway.....Atascadero 14

LINCOLN-MERCURY SALES AND SERVICE

Headquarters for sales and complete, efficient service.

"WHERE TO BUY THEM"

CORDA & WARDEN
1131 Monterey.....Sn Luis Obspo 2675

McGREGOR MOTORS CO
1255 Monterey.....Sn Luis Obspo 3142
(See Advertisement This Page)
Meyer & Willett 1005 Monterey. Sn Luis Obspo 3131
MICHELMORE D D BUICK & G M C
1501 Spring.....Pso Robls 14
(See Advertisement Opposite Page)
MICHELMORE D D BUICK & G M C
Buick & General Motors Trucks
1501 Spring.....Pso Robls 514

(Continued Next Page)

Books, ash trays, ornaments can keep your telephone "off the hook." In that case it's "busy" or "out of order" to anyone who calls. Please keep objects from under your telephone.

Authorized Sales & Service
DODGE & PLYMOUTH
SALES & SERVICE
DODGE JOB-RATED TRUCKS
BOOTH BROTHERS
OF PASO ROBLES
836-13th Paso Robles 5

PASO ROBLES
Authorized
Ford
SALES & SERVICE
BODY AND FENDER WORK
REPAIRING - PAINTING
TRUMAN A. HARRIS & SON
1302 Pine Paso Robles 53
If No Answer Call Paso Robles 193

Ford
AUTHORIZED SALES & SERVICE
REPAIRING - AUTO PAINTING
BODY & FENDER WORK
SUPER SERVICE STATION
E. H. THRESH INC.
Phone SAN LUIS OBISPO 102
If No Answer Call San Luis Obispo 439
1101 Monterey St. San Luis Obispo

DE SOTO
PLYMOUTH
Authorized
Sales & Service
MACK TRUCKS
Auto & Truck Repair Service
McGREGOR MOTORS CO.
1255 MONTEREY STREET
Phone
San Luis Obispo 3142

PAUL L. TURNER
CADILLAC-LA SALLE
PONTIAC
AUTHORIZED SALES & SERVICE
COMPLETE REPAIR SERVICE
On All Makes
1020 PARK
Paso Robles 1000

KIMBALL MOTOR COMPANY
PONTIAC GMC TRUCKS
AUTHORIZED SALES & SERVICE
NEW CARS - USED CARS
REPAIRING ALL MAKES
Phone San Luis Obispo 2344
252 Higuera Street

Automobile Dealers–New Cars–(Cont'd)

NASH SALES AND SERVICE

YOU'LL BE AHEAD WITH Nash

"WHERE TO BUY IT"

MEYER & WILLETT 1005 Monterey.....Sn Luis Obspo 3131

NICHOLS SID CHEVROLET 1305 Spring.....Pso Robls 786
(See Advertisement Page 8)

OLDSMOBILE

This General Motors quality car offers Hydra-Matic Drive, the Drive that eliminates the clutch pedal and shifts gears automatically through four forward speeds.

"WHERE TO CALL"

SCHMIDT WM F 1628 Spring...Pso Robls-1090
Standard Motor Sales
990 Higuera.....Sn Luis Obspo 3144

Keep the Classified Telephone Directory handy; it can save you time and effort.

AUTO PAINTING
COLOR MATCHING-STRIPING

BODY & FENDER WORK
GLASS & UPHOLSTERY WORK
WE BUY & SELL
USED CARS
Phone
San Luis Obispo 116
WILSON MOTORS
1234 BROAD

PACKARD AUTHORIZED SALES & SERVICE

ASK THE MAN WHO OWNS ONE — Packard Approved Service

"WHERE TO BUY IT"

PACKARD SALES & SERVICE 565 Higuera.....Sn Luis Obspo 525
REINKE PAUL A 1130 Pine.....Pso Robls 659

Packard Sales & Service 565 Higuera.Sn Luis Obspo-525
Palmer Guy W Traffic Wy.....Aroyo Grnde 47

PLYMOUTH MOTOR CARS–
ASHTON & WAER 1139-13th.....Pso Robls 666
BOOTH BROS 836-13th.....Pso Robls-5
BOOTH BROS 1103 Higuera..Sn Luis Obspo 3174
FAIR DAVID L 1330Monterey.Sn Luis Obspo-978
McGREGOR MOTORS CO
1255 Monterey.....Sn Luis Obspo 3142

PONTIAC SALES AND SERVICE

Safeguard the fine performance of your Pontiac. When in need of service always see your Pontiac dealer. Factory-trained mechanics, quality parts, specialized equipment mean a better job.

"WHERE TO BUY THEM"

KIMBALL MOTOR SERVICE 252 Higuera.....Sn Luis Obspo 2344
TURNER PAUL L 1020 Park....Pso Robls 1000

Reinke Paul A 1130 Pine.....Pso Robls-659
Routzahn Motor Co 636Higuera..Sn Luis Obspo-1470
SCHMIDT WM F 1628 Spring.....Pso Robls-1090

STUDEBAKER SALES AND SERVICE

CARS and TRUCKS of Outstanding Style, Performance and Economy

Expert car and truck service for Studebaker and other makes

"WHERE TO CALL"
AUTHORIZED SALES & SERVICE

GARRETT MOTORS 1219 Monterey.....Sn Luis Obspo 2476
SERVICE GARAGE 917-12th....Pso Robls-35-R

THRESH E H INC 1101 Monterey.....Sn Luis Obspo 102
(See Advertisement Preceding Page)
TURNER PAUL L 1020Park.....Pso Robls-1000
(See Advertisement Preceding Page)
Willys Sales & Service 6th & Spring...Pso Robls 758

Automobile Dealers–Used Cars

Bill's Used Cars 1234 Broad.....Sn Luis Obspo-116

BORIACK JOHN MOTOR CO

USED CARS
Late Models Bought & Sold
High Prices Paid For Used Cars
1144 Monterey.....Sn Luis Obispo 1469

FAIR DAVID L 1330 Monterey....Sn Luis Obspo 978
(Continued Next Page)

Automobile Dealers–Used Cars–(Cont'd)

FRENETTE'S SERVICE S Highway.....Atascadero 355-W
GARRETT MOTORS 1219 Monterey.....Sn Luis Obspo 2476
HENRY'S WRECKING EXCHANGE 101 Hwy.Aroyo Grnde-238-F-21
KIMBALL MOTOR SERVICE 252 Higuera.....Sn Luis Obspo 2344
McGregor Motors Co 1255 Monterey.....Sn Luis Obspo 3142
Palmer Guy W Traffic Wy.....Aroyo Grnde 47
Rountree & Nye Used Cars 100 Traffic.....Aroyo Grnde-54-J
SAN LUIS MOTOR CO A F Spring 1045 Higuera.....Sn Luis Obspo 3044-W
WILSON MOTORS 1234 Broad...Sn Luis Obspo 116
(See Advertisement Opposite Page)

Automobile Electrical Service

AUTO-LITE OFFICIAL SALES & SERVICE

Our Official Service Stations are fully equipped and qualified to render complete service on starting, lighting, ignition. 'Auto-Lite—Life-Line of your Car'

ELECTRIC AUTO LITE SERVICE

"WHERE TO BUY IT"

ED'S SERVICE Higuera & Nipomo.....Sn Luis Obspo 123

ED'S SERVICE Higuera & Nipomo.Sn Luis Obspo-123
(See Advertisement This Page)
HANSEN ELECTRIC SHOP Armature Rewinding 108 Pool.....Aroyo Grnde 53-J
HIBBARD & HIBBARD 1233 Spring..Pso Robls-220
(See Advertisement This Page)

Automobile Equipment
See Automobile Parts & Supplies Headings

Automobile Flywheel Repairing
See Automobile Repairing; also Welding

Automobile Frame Repairing
See Automobile Wheel, Axle & Frame Repairing

Automobile Generator Service
See Automobile Electrical Service

Automobile Glass
See Glass–Auto, Plate, Window, Etc

Automobile Ignition Service
See Automobile Electrical Service

Automobile Motor Rebuilding

ATASCADERO MOTOR SERVICE 101 Highway.....Atascadero 368
(See Advertisement This Page)
FAIR DAVID L 1330 Monterey....Sn Luis Obspo 978

It is our purpose to provide service just as rapidly as possible for all who want it. We want to make the telephone more valuable and useful to everyone . . . to grow with the West and to help the West grow.

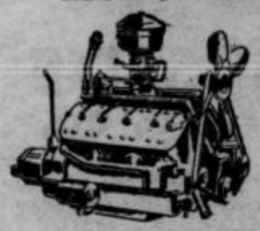
ED'S SERVICE
ED & ROD CARLSON

Motor Tune-up
Carburetor
Service
Automobile
Electrician
TELEPHONE
San Luis Obispo 123
Higuera and Nipomo Street

AUTOMOTIVE ELECTRIC SERVICE
SALES & SERVICE

BATTERIES
MAGNETOS
PHONE
Paso Robles 220
HIBBARD & HIBBARD
1233 SPRING

ATASCADERO MOTOR SERVICE



MOTORS REBUILT AND MOTOR TUNE-UP REGRINDING AND REBORING
Phone **Atascadero 368**
On 101 Highway

&
Incidentally
Prompt answering of a telephone's ring is thoughtful, courteous—and good business.
THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY

SERAFIN'S
BODY and PAINT SHOP
H. E. "PEEWEE" SERAFIN
Complete & Expert
• AUTO PAINTING
• BODY & FENDER WORK
FREE ESTIMATES
ALL WORK GUARANTEED
SAN LUIS OBISPO 1250-J
865 PALM

AUTO
PARTS
• REBUILT MOTORS & TRANSMISSIONS
• New & Used Parts
• Wrecked Cars Bought & Sold
WESTSIDE
AUTO PARTS CO.
TWO LOCATIONS
1229 MONTEREY AND 1236 MONTEREY
San Luis Obispo 908

Authorized Sales & Service
UNITED SERVICE MOTORS
UNITED MOTORS
Parts, Accessories & Supplies
For Cars - Trucks - Tractors
PASO ROBLES AUTO PARTS
720-10th Paso Robles 505
After 6 P.M. & Sundays & Holidays - Paso Robles 1425

Automobile Painting

ANDY'S PAINT & BODY SHOP
"ANDY" WILCOX
COMPLETE AUTO PAINTING
AND
BODY & FENDER WORK
Free Estimates - All Work Guaranteed
118 Branch.....Aroyo Grnde 51-J

Chase A E 910 High.....Sn Luis Obspo 1507-M
GARRETT MOTORS
1219 Monterey.....Sn Luis Obspo 2476
Langley's Paint & Body Shop
729 Spring.....Pso Robls 65
SERAFIN'S BODY & PAINT SHOP
865 Palm.....Sn Luis Obspo 1250-J
(See Advertisement This Page)
THRESH E H INC
1101 Monterey.....Sn Luis Obspo 102

WILLIAMS PAINT SHOP
FREE ESTIMATES ON
COMPLETE
AUTO PAINTING
W Branch.....Aroyo Grnde 76-J

WILSON MOTORS 1234 Broad...Sn Luis Obspo 116

Automobile Paints–See Paints Headings

Automobile Parts & Supplies–Retail

ATASCADERO MOTOR SERV
101 Hwy.....Atascadero 368
CHEVROLET GENUINE FACTORY PARTS–
NICHOLS SID CHEVROLET
1305 Spring.....Pso Robls-786
COOPERATIVE FARMERS SUPPLY CO INC
1311 Park Pso Robls-344
FAIR DAVID L 1330 Monterey....Sn Luis Obspo 978
FIRESTONE STORES
710 Higuera.....Sn Luis Obspo 130
Friendly Auto Wreckers 1130-13th.....Pso Robls 4
General Auto Parts 1218 Pine.....Pso Robls 280
Michelmore D D Buick & GMC
1501 Spring.....Pso Robls 14
PASO ROBLES AUTO PARTS
720-10th.....Pso Robls 505
(See Advertisement This Page)
PETERSEN AUTO PARTS
742 Marsh.....Sn Luis Obspo 1106
If no answer call.....Sn Luis Obspo 2258-R
If no answer call.....Aroyo Grnde 155-Y-4
SEARS ROEBUCK & CO
879 Higuera.....Sn Luis Obspo 760
Universal Auto Parts Co
969 Monterey Sn Luis Obspo-1418
WESTERN AUTO SUPPLY
133 E Branch.....Aroyo Grnde 12
Western Auto Supply Co 1420 Park...Pso Robls 596
WESTERN AUTO SUPPLY CO
685 Higuera.....Sn Luis Obspo 993
Sundays-Holidays call.....Sn Luis Obspo 1143-R
WESTSIDE AUTO PARTS CO
1229 Monterey.....Sn Luis Obspo 908
(See Advertisement This Page)

Why not check into the sales-building possibilities of the Yellow Pages? Call our nearest Business Office for information on Classified Directory advertising.

Automobile Parts & Supplies–Whsle & Mfrs

GENERAL AUTO PARTS 1218 Pine...Pso Robls 280
(See Advertisement This Page)
PASO ROBLES AUTO PARTS
720-10th.....Pso Robls 505
Standard Electric Signal Co
7501 Sn Leandro Oakland
(Toll) Call "Operator" for.....Trinidad 2-3916

UNIVERSAL AUTO PARTS CO
QUALITY - SERVICE - PARTS
For
ALL CARS, TRUCKS AND TRACTORS
Continuous Service
969 Monterey.....Sn Luis Obspo-1418
If no answer call....Sn Luis Obspo 2726-R

Automobile Radiator Repairing

Bank's Radiator & Battery Repair Shop
1011 Toro.....Sn Luis Obspo 2184
(See Advertisement Following Page)
CLAASSEN'S RADIATOR SHOP
1534 Spring Pso Robls-909-W
(Continued Next Page)

Everything possible is being done to furnish you the prompt and courteous service to which you've been accustomed. When there is a delay before you get the operator, remember that more people are placing more telephone calls than ever before.

AUTO PARTS

• SHOP EQUIPMENT
• TOOLS
• DU PONT FINISHES
DU PONT
PHONE
PASO ROBLES
280
If no answer call
PASO ROBLES 697
GENERAL AUTO PARTS
1218 Pine

RADIATOR
AND
COOLING SYSTEM SERVICE
All Makes Autos & Trucks

★ CLEANING ★ REPAIRING ★ RECORING
All Work Guaranteed
306
HIGUERA
SAN LUIS OBISPO
455
"One Call Does It All"
FRANKLIN RADIATOR SERVICE

RADIATORS

- REMOVED
- REPAIRED
- CLEANED
- REPLACED
- REBUILT
- RECORED

San Luis Obispo 2184

BANKS RADIATOR SHOP

Est. 1937

1011 Toro St.

Automobile Radiator Repairing–(Cont'd)

Franklin Radiator Service
306½ Higuera.....Sn Luis Obspo 455
(See Advertisement Preceding Page)
PASO ROBLES BODY WORKS
2815 Vine.....Pso Robls 652

Automobile Radios–See Radio Dealers

Automobile Repairing

AL'S BRAKE SERVICE
Complete Auto Repair Service
Motor Rebuilding - Brake Service
Wheel Aligning - Reboring
All Work Guaranteed
1175 Monterey.....Sn Luis Obspo-2234

ASHTON & WAER 1139-13th.....Pso Robls 666
Ashton & Waer Motors 1139-13th..Pso Robls 99-W
BOOTH BROS 836-13th.....Pso Robls 5
BORIACK JOHN MOTOR CO
1144 Monterey.....Sn Luis Obspo 1469
Caccia Howard 740 D.....Morro Bay-4621

CAMBRIA PINES GARAGE
COMPLETE
AUTOMOBILE—REPAIRING
BRAKE SERVICE & TOWING
WHEEL ALIGNMENT & BALANCE
We Pick Up and Deliver
CURTIS WOODLAND, Prop.
Hwy No 1.....Cambria 98-J

(Continued Next Page)

AUTO & TRUCK

REPAIR SERVICE

RADIATOR REPAIRING

- BODY REPAIR
- FRAME STRAIGHTENING
- FENDER REPAIRING
- PAINTING
- ELECTRICAL SERVICE

TOWING

24-Hour Service
PASO ROBLES 652

24-Hour Service
PASO ROBLES 652

PASO ROBLES BODY WORKS

2815 VINE ST.

Automobile Repairing–(Cont'd)

CHEVROLET AUTHORIZED SALES & SERVICE–
NICHOLS SID CHEVROLET
1305 Spring.....Pso Robls-786

COOKE C ED GARAGE
Grand & Halcyon.....Aroyo Grnde 136-F-12
Cozy Corner Auto Service
554 Traffic Wy.....Aroyo Grnde 149-J
Cryder F J Morro Rd &Snta Ynez.....Atascadero 47
ED'S MECHANICAL SERVICE
904 High.....Sn Luis Obspo 272-J

FORD AUTHORIZED SALES & SERVICE–
LEVERENZ WALTER F Highway..Atascadero 14
Night Call.....Atascadero 40-M
THRESH E H INC
1101 Monterey.....Sn Luis Obspo 102

GARRETT MOTORS
1219 Monterey.....Sn Luis Obspo 2476
Body & Paint Shop
1365 Monterey.....Sn Luis Obspo 754

HIGHWAY GARAGE
COMPLETE
BODY & FENDER WORK
AUTOMOBILE PAINTING
AUTOMOTIVE REPAIRS & SERVICE
TOWING
285 Price.....Pismo Bch 119

Hughes Ben General Petroleum Service Station
600 Marsh.Sn Luis Obspo-1963

JENKIN' GARAGE
SPECIALIZING IN TUNE UP
and
All Kinds of Autmobile
Repairing
Curbaril Av.....Atascadero 591-J

Johnson's Automotive Service No 2
Higuera & Osos.....Sn Luis Obspo 2619-J
If no answer call.....Sn Luis Obspo 973-W
KAMM C H & CO
Buick Specialists
1034 Monterey.....Sn Luis Obspo 332
KIMBALL MOTOR SERVICE
252 Higuera.....Sn Luis Obspo 2344

LANGAN M B BUICK GARAGE
COMPLETE
AUTOMOBILE REPAIRING
AUTO PAINTING
TIRES - BATTERIES - PARTS
Electric & Acetylene Welding
Cambria.....Cambria 2

Larsen Peter 1027 Nipomo.....Sn Luis Obspo-814
McGREGOR MOTORS CO
1255 Monterey.....Sn Luis Obspo 3142
Nichols Sid Chevrolet Highway.....Atascadero 163
NIPOMO GARAGES 101 Hwy.....Nipomo 2491

O'BRIEN & HOWARD GARAGE
MOTOR REPAIRING
ALL MAKES
Engine Reconditioning
7th & Spring.....Pso Robls 148-J
Residence.....Pso Robls 167-J
If no answer call.....Pso Robls 741-W

Ocean View Garage Main.....Morro Bay-2421

PASO ROBLES BODY WORKS
2815 Vine.....Pso Robls-652
(See Advertisement Opposite Page)
PASO ROBLES GLASS SHOP
609-22d.....Pso Robls 469
PAUL'S GARAGE
Nipomo & Monterey.....Sn Luis Obspo 2319-R
Paul's Richfield Garage 781 Price....Pismo Bch 226
Paul's Truck & Auto Reprng Serv
Highway.....Templtn 2531
Paul's Truck Service 903 Spring.....Pso Robls 302

(Continued Next Page)

Prompt answering is courteous and hospitable and helps to release the telephone equipment that much sooner. Telephone equipment throughout the nation is working to capacity these days.

Complete AUTO SERVICE

REPAIRING & RECONDITIONING
IGNITION - CARBURETION - MOTOR
BRAKE SERVICE

STINCHFIELD'S GARAGE

1348 Railroad — PASO ROBLES **1535**

ROUTZAHN

MOTOR COMPANY

REPAIRS ON ALL MAKES
AUTOS - TRUCKS

USED CARS
BOUGHT & SOLD

PHONE
San Luis Obispo 1470

636 HIGUERA

ROBERTS BROS. GARAGE

JIM & GIP ROBERTS, Props.

AUTO BODY & FENDER
REPAIRING - PAINTING

General Repairs & Servicing

MOTOR TUNE-UP

Pismo Beach 33

931 PRICE ST.

Automobile Repairing–(Cont'd)

PIMENTEL&WEAVER GARAGE
TRUCK REPAIRS
AND
MAINTENANCE
HEAVY EQUIPMENT DIESEL REPAIRS
24-HOUR SERVICE
101Hwy.....Sn Luis Obspo-1360
Residence.....Sn Luis Obspo 1066-R

PIONEER GARAGE 1246 Spring....Pso Robls 169-W

RAY'S GARAGE
RAY GILLIS
GENERAL AUTO SERVICE
STARTERS AND IGNITION
101 Hwy.....Snta Margarita 50

Roberts Bros Garage 931 Price.....Pismo Bch 33
(See Advertisement Preceding Page)
ROUTZAHN MOTOR CO
636 Higuera.....Sn Luis Obspo 1470
(See Advertisement Preceding Page)
SCHMIDT WM F 1628 Spring..... Pso Robls 1090
Service Garage
Studebaker Authorized Sales & Service
917-12th.....Pso Robls-35-R
Standard Auto Parts
1085 Higuera.Sn Luis Obspo-1200
STINCHFIELD'S GARAGE
1348 Railroad.....Pso Robles 1535
(See Advertisement Preceding Page)
Sweeter's Garage Oceano.....Aroyo Grnde 230-F-14
Thomson Glen H
1511 Monterey.....Sn Luis Obspo 2581-J
THRESH E H INC 1101 Monterey.Sn Luis Obspo 102

WILSON MOTORS
COMPLETE
AUTOMOBILE REPAIRING
Brake Service
Front Axle Correcting - Lubricating
Reboring - Machining - Overhauling
Washing - Pick Up and Delivery
1234 Broad.....Sn Luis Obspo-116

New vacuum tube equipment that boosts the number of calls that present wires can handle is an important part of our current program to provide even better and faster long distance service.

AUTO TOPS
SEAT COVERS TAILORED TO ORDER TRUCK CUSHIONS

SAN LUIS OBISPO 223-W
BERRY'S TOP SHOP
in bill boriack's garage
1005 MONTEREY

Automobile Rims
See Automobile Parts & Supplies Headings

Automobile Servicing
See Automobile Repairing

Automobile Signals
See Automobile Parts & Supplies Headings

Automobile Starter Repairing
See Automobile Electrical Service

Automobile Supplies
See Automobile Parts & Supplies Headings

Automobile Tires–See Tires Headings

Automobile Towing
Auto Club Emergency Road Service
139 Traffic Wy.....Aroyo Grnde 60-W
AUTOMOBILE CLUB OF SOUTHERN CALIFORNIA
Emergency Road Service
Highway.....Atascadero 163
LEVERENZ WALTER F
Official National Auto Club Service
Highway.....Atascadero 14
Night Call.....Atascadero 40-M
NATIONAL AUTO CLUB TOWING SERVICE—
HIGHWAY GARAGE 285 Price...Pismo Bch-119
NICHOLS SID CHEVROLET
1305 Spring.....Pso Robls 786
If no answer call.....Pso Robls 584-M
PASO ROBLES BODY WORKS
2815 Vine.....Pso Robls-652
PIONEER GARAGE
Auto Club Of S Cal Road Service
1246 Spring.....Pso Robls-169-W
If no answer call.....Pso Robls 250-W
TEX'S PAINT & BODY SHOP
Auto Club Of S Cal Day & Night Service
Main.....Morro Bay 4281
If no answer call.....Morro Bay 4967
THRESH E H INC
1101 Monterey.....Sn Luis Obspo 102

Automobile Trucks
See Trucks–Motor Headings

Automobile Upholsterers
BERRY'S TOP SHOP
1005 Monterey.....Sn Luis Obspo 223-W
(See Advertisement This Page)
CLINE'S AUTO BODY SHOP
640 Marsh.....Sn Luis Obspo 422
JONES SECOND HAND STORE & UPHOLSTERY SHOP
101 Hwy.....Templtn 2101
PASO ROBLES AWNING CO
707 Spring.Pso Robls-646
WILSON MOTORS 1234 Broad...Sn Luis Obspo 116

The men and women in the Bell System are used to meeting emergencies and they are trained and equipped to carry on in times of special need. For years they have known the test of fire, flood and storm. Always before them is the tradition that "the message must go through".

Automobile Washing & Polishing
EMIL'S CHEVRON STATION
Palm & Morro.....Sn Luis Obspo 918-J
(See Advertisement This Page)
Jimmies Auto Laundry
1044 Monterey.....Sn Luis Obspo 2709

Automobile Welding–See Welding

Automobile Wheel, Axle & Frame Repairing
FAIR DAVID L 1330 Monterey....Sn Luis Obspo 978
HUGHES BEN GENERAL PETROLEUM SERVICE STATION
Axle & Wheel Aligning Specialists
600 Marsh.....Sn Luis Obspo-1963
SAMPLE BUD BRAKE SERVICE
721 Spring.....Pso Robls 148-W

Automobile Wreckers
Dewey's Auto Wrecking
214 Higuera.Sn Luis Obspo-2142
FRIENDLY AUTO WRECKERS
Bert Jones & Arthur Poulter
Used Parts For Cars & Trucks
1130-13th.....Pso Robls-4
Henry's Wrecking Exchange
101 Hwy.Aroyo Grnde-238-F-21
PASO ROBLES SALVAGE CO
Auto&Truck Parts New&Used
We Buy&Sell Used Cars&Trucks
1132 E13th.....Pso Robls-360
ROY'S WRECKING YARD
Used Auto Parts
110 Short.....Aroyo Grnde 98-J
San Luis Auto & Tractor Wrecker
S Highway.....Sn Luis Obspo 2398
WESTSIDE AUTO PARTS CO
Auto Parts New & Used
Trucks & Cars Wanted
1229 Monterey.....Sn Luis Obspo-908

Baby Shops
See also Children's & Infants' Garments–Retail
BILLIE'S TOY & BABY SHOP
766 Higuera.....Sn Luis Obspo 2628-W
(See Advertisement This Page)
CONNIE'S ADORABLE BABY SHOP
1322 Spring.....Pso Robls 339-M
DOTTIE'S TOT & SPORT TOGS
COMPLETE INFANTS' DEPARTMENT
SPECIALIZING IN LAYETTES
CHILDREN'S WEAR
Women's Maternity Frocks & Sport Togs
Dolliver.....Pismo Bch 188-J
TOTS & TEENS 1347 Park.....Pso Robls 310
(See Advertisement This Page)
Treasure Chest Baby Shop
1046 Chorro.....Sn Luis Obspo 640-W

Badges
Olivier Printing Co The
Union Buttons-Celluloid Badges
1121 Mission San Francisco
(Toll) Call "Operator" for.....Underhill 1-0502

Baggage–See Luggage Headings

Bags–Burlap & Cotton
AMERICAN BAG CO 228 Harrison Oakland
(Toll) Call "Operator" for.....Glencourt 1-1286

EMIL'S CHEVRON SERVICE
STEAM CLEANING
WASHING
POLISHING
SIMONIZING
STANDARD PRODUCTS
ACCESSORIES

Prompt Service *Quality Work*
TELEPHONE
San Luis Obispo 918-J
PALM & MORRO

BILLIE'S
TOY & BABY SHOP
San Luis Obispo's Original Baby Shop
Complete Line
INFANTS' & CHILDREN'S WEAR
GIFTS & TOYS
Telephone
SAN LUIS OBISPO **2628-W**
766 HIGUERA

TOTS & TEENS

COMPLETE LINE INFANTS' & CHILDREN'S WEAR
Gifts & Toys
Phone
PASO ROBLES 310
Marion Price, *Prop.* 1347 Park

REPAIR SERVICE
When one of the many household articles gets out of order, you will find a repair service quickly and easily when you
LOOK IN THE
Classified
TELEPHONE SECTION

Bakers–Pie–See Pies–Pastry

Bakers–Retail

ARROYO GRANDE BAKERY
104 Branch.....Aroyo Grnde 52-W
Atascadero Bakery Highway.....Atascadero-182
COTTAGE BAKERY
Halcyon & Grand.....Aroyo Grnde 141-F-11
Delite Bakery & Delicatessen
The House of Quality
723 Higuera.....Sn Luis Obspo-437
Favorite Bakery Morro & Marsh..Sn Luis Obspo-1615
MOR-MAC'S FOOD CENTER
Specializing In Pastry
5th & E.....Morro Bay 4511
PASO ROBLES BAKERY
Spec Wedding-Birthday-Party Cakes
1229 Park.....Pso Robls-228
PEERLESS BAKERY
850 Higuera.....Sn Luis Obspo 1111
Plant 584 Higuera.....Sn Luis Obspo-319
PINE CREST BAKERY Highway.....Cambria 75-R
Pioneer Drive-In Market
Morro & Marsh.....Sn Luis Obspo 1615

PISMO BAKERY

BIRTHDAY AND WEDDING CAKES
A SPECIALTY
BREAD - PIES - PASTRIES
Chas. E. Russell
409 Cypress.....Pismo Bch 75

Make the Classified Telephone Directory your buying guide—it can save you time and effort.

PASO ROBLES
HOT SULPHUR SPRINGS and MUD BATHS
TREATMENTS FOR RHEUMATISM, ARTHRITIS, SACRO-ILLIAC, STRAIN, SCIATICA, NERVOUS AND OTHER DISORDERS IS UNEXCELLED IN ITS RESULTS
◇
• Swedish & Scientific Massage
• Physical Therapy
◇
A. J. NEVINS
◇
840 - 11th St.
◇
PHONE
PASO ROBLES 619

Bakers–Whsle

Bradley R H Pies 1804 Osos.....Sn Luis Obspo 861
Favorite Bakery 638 Marsh.....Sn Luis Obspo-752
Peerless Bakery 584 Higuera.....Sn Luis Obspo-319
SHAW'S PEERLESS BAKERY
2205 Park.....Pso Robls 273-W
Weber Baking Co Dulzura.....Atascadero 393-R

Banks

Bank of America
Arroyo Grande Branch 100 Branch.Aroyo Grnde-16
Atascadero Branch Traffic Wy....Atascadero-107
Pismo Beach Branch Pomeroy.....Pismo Bch-115
Bank of America National Trust & Savings Association
Paso Robles Branch Bk of AmericaBg.Pso Robls-11
San Luis Obispo Branch Higuera.Sn Luis Obspo-146
Security-First National Bank of L A
799 Higuera.Sn Luis Obspo-397

Barbers

Anderson Barber Shop
953 Monterey.Sn Luis Obspo-1216
Bucks Barber Shop 1349 Chorro..Sn Luis Obspo 3186
Buzz Barber & Beauty Shop
108 Branch.Aroyo Grnde-57
Cape Barber Shop 1320 Spring.....Pso Robls-1112
Colt's Barber & Beauty Shop
709-12th.....Pso Robls 79
Cosy Barber Shop 980 Montrey.Sn Luis Obspo-1858-J
Pace's Barber Shop
1017 Chorro.....Sn Luis Obspo 2964-W
Tex's Barber Shop 1210 Park.....Pso Robls-84

Barrels & Drums

McGUIRE & CO
Steel Drums-Wood Barrels-Bought-Sold
4500 Shellmound Oakland
(Toll) Call "Operator" for.....Olympic 2-8260
MYERS BARREL CO
Steel Drums-Barrels Bought & Sold
6549 Sn Pablo Av Oakland
(Toll) Call "Operator" for.....Olympic 2-6847

Basement Cleaning–See Rubbish Hauling

Bathing Suits–See Sportswear Headings

Baths

ONTARIO HOT SPRINGS
PismoRd.Sn Luis Obspo-7-R-2
PASO ROBLES HOT SULPHUR SPRINGS
840-11th.....Pso Robls 619
(See Advertisement This Page)
Sycamore Mineral Springs
Avila Rd.Sn Luis Obspo-8-J-12

Emergency!

An emergency arises—you need help quickly! Physician, hospital, ambulance, taxi or plumber! The quickest way of finding whom to call is to—

LOOK IN THE
Classified
TELEPHONE SECTION

Batteries–Retail

Banks Radiator & Battery Repair Shop
1011 Toro.....Sn Luis Obspo 2184
Brown Gordon C Roosevelt Hwy.....Morro Bay 2872

EXIDE BATTERIES

The honest, accurate advice of the Dealers listed below will prolong your battery's life.

Exide

WHEN IT'S AN EXIDE YOU START
"FOR SERVICE CALL"
WHOLESALE
UNIVERSAL AUTO PARTS CO
969 Monterey.Sn Luis Obspo-1418
RETAIL DEALERS
CAMBRIA PINES GARAGE
Highway No 1.....Cambria 98-J
LANGAN M B BUICK GARAGE.....Cambria-2
Norwalk Service Station
1088 Higuera.....Sn Luis Obspo-1913
STAR GARAGE Highway.....S Margrita-3

FIRESTONE HOME & AUTO SUPPLY
1326 Spring.....Pso Robls 405

FISK BATTERIES

RECHARGING
RENTAL
Prompt, Dependable Service
ON ALL MAKES
*TIME TO RE-TIRE-Reg. U.S. Pat. Off.
"WHERE TO BUY IT"
DISTRIBUTOR
MADDALENA TIRE CO
Higuera&Osos.Sn Luis Obspo-79

GOULD BATTERIES—
ED'S SERVICE
Higuera & Nipomo.....Sn Luis Obspo 123

HIBBARD & HIBBARD 1233 Spring...Pso Robls-220
HOVE'S TEXACO SERVICE Highway..Templtn 2451
MADDALENA TIRE CO
Higuera & Osos.....Sn Luis Obspo 79
Upton's Service Station
1919 Broad.Sn Luis Obspo-132
WESTSIDE AUTO PARTS CO
1229Monterey.Sn Luis Obspo-908

Batteries–Whsle & Mfrs

GENERAL AUTO PARTS 1218 Pine...Pso Robls 280

Bearings–Ball & Roller

Philpott George M Co 1160 Bryant San Francisco
(Toll) Call "Operator" for.....Hemlock 1-5475

Beauty Shops

ANDERSON HOTEL BEAUTY SALON
963Monterey.Sn Luis Obspo-964
Artistic Beauty Shop 517-13th.....Pso Robls-1011
BEAUTE ART SALON 780 Toro...Sn Luis Obspo 324
(See Advertisement Following Page)
Betty's Beauty Shop Ketch Bldg.....Atascadero-36
Buzz Barber & Beauty Shop
108 Branch.Aroyo Grnde-57
Carolyn's Beauty Shop 395-5th.....Morro Bay 4441
Caspers Beauty Salon & Massage
515 N Broad.....Sn Luis Obspo 1102-W
(Continued Next Page)

Ruby's
BEAUTY SALON

DOROTHY ANDERSEN
AND JUNE STANLEY

Artists in Coiffures!

Specializing in
PERMANENT WAVING &
HAIR STYLING
684 HIGUERA
San Luis Obispo 464

Irene's
BEAUTY SALON

COMPLETE BEAUTY SERVICE
Specializing in
RADIO WAVES
Ruby Silva
Hazel Erbe
Phone
SAN LUIS OBISPO
810
1129 CHORRO

ELITE BEAUTY SALON

Complete Beauty Service
Specializing in
RADIO WAVES
Machine - Machineless
PERMANENTS
Lorraine Barber
PHONE
San Luis Obispo 601

1120 MORRO SAN LUIS OBISPO

Hair Styling . .
PERMANENTS
TELEVISION WAVE
TINTING
GLADYS ELLIS
Operator
"Plenty of Parking Space"
ESTHER GIBSON, *Prop.*
Telephone **San Luis Obispo 324**
BEAUTE ART SALON
780 TORO

What calls
Did He
MISS?
He'll never know; for he failed to replace the receiver of his telephone.
Your calls may be important. See that the receiver is properly replaced.
THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY

Beauty Shops—(Cont'd)

CATES BEAUTY SHOP
SPECIALIZING IN PERMANENT WAVING AND HAIR STYLING
Bonnie McDonald - Prop.
709-12th ..... Pso Robls 79

Collett Beauty Shop Dolliver..... Pismo Bch 192-W

E & F BEAUTY SALON
Specializing in all Types of PERMANENT WAVING
Esther Robinson-Owner
AMPLE PARKING
EVENINGS BY APPOINTMENT
EFFICIENT - FRIENDLY
1072 Mill..... Sn Luis Obspo 2038

ELITE BEAUTY SALON
1120 Morro..... Sn Luis Obspo 601
(See Advertisement This Page)
EMMIE'S BEAUTY NOOK 330-5th.. Morro Bay 4456
HELEN'S BEAUTY SALON
Frances Fleming-New Owner
Traffic Wy..... Atascadero 146
Hibbard's House of Beauty
1503 Park..... Pso Robls 1010
IRENE'S BEAUTY SALON
1129Chorro. Sn Luis Obspo-810
(See Advertisement Preceding Page)
Jameson S M Market..... Morro Bay 3221
Kathleen's Beauty Studio
N Highway..... Atascadero 19
Lida's Beach Beauty Salon
Grover City..... Aroyo Grnde 150-F-2
Mabel's Beauty Shop 121 W Branch Aroyo Grnde 28-J
MARGUERITE'S REDUCING & BEAUTY SALON
Introducing Maclevy Reducing System
910 Price..... Pismo Bch 27-J
Mazur Beauty Shop Hwy..... Cambria-67
McBride's Beauty Shop 1208 Pine.... Pso Robls 548
Myrtle's Beauty Shop 1238 Park..... Pso Robls-282
OLLIE'S BEAUTY SALON
Helen Rose-Proprietor
1112 Garden..... Sn Luis Obspo-737
PAT'S BEAUTY SHOP
H F Ramsey Prop
5th ..... Morro Bay 2191
RUBY'S BEAUTY SALON
684 Higuera..... Sn Luis Obspo 464
(See Advertisement Preceding Page)
St Moritz Beauty Studio 614-13th.... Pso Robls-312
SALLY'S BEAUTY SALON
Beatrice Pike-Proprietress
1111 Spring..... Pso Robls-87
Shaffer's Beauty Shop 320 Hinds Av.. Pismo Bch-166
Shandon Beauty Shop Shandon.... Pso Robls-30-F-13

TANDY'S BEAUTY SHOP
PISMO BEACH
"For Particular People"
Specializing in
HELENE CURTIS COLD WAVE
990 Price..... Pismo Bch 348

Templeton Beauty Shop Highyay..... Templtn 2391
Vanity Box
Edith Millard-Owner
1336 Spring..... Pso Robls-221
YOUNG'S BEAUTY SHOP
New Location Fremont Theatre Bldg
1037 Monterey..... Sn Luis Obspo-391

Beer & Ale Distrs

ACME BEER—
COCA-COLA BOTTLING CO
Higuera..... Sn Luis Obspo 804

BUDWEISER—
JORDANO'S INC
1321 Carmel..... Sn Luis Obspo 1253

BURGERMEISTER DISTR
Traffic Wy & Honda..... Atascadero 94

COCA-COLA BOTTLING CO
Acme Beer-Distributors
846-9th ..... Pso Robls 241
FORTINI LOUIS C S Highway.... Pso Robls 1049-W
FORTINI LOUIS C S Highway.. Sn Luis Obspo 1934-W

G-B BEER—
WIEDERSHEIM & LANGDON
304 Higuera..... Sn Luis Obspo 293

GOLDEN GLOW BEER—
MAUGHAN BROS 101 Hwy... Sn Luis Obspo-1413

HAMM'S BEER—
WIEDERSHEIM & LANGDON
304 Higuera..... Sn Luis Obspo 293

JORDANO'S INC 1321 Carmel... Sn Luis Obspo 1253

LUCKY LAGER BEER—
FORTINI LOUIS C S Highway.. Pso Robls 1049-W
JORDANO'S INC
1321 Carmel..... Sn Luis Obspo 1253

Maughan Bros 101 Hwy..... Sn Luis Obspo-1413
MAUGHAN'S WHOLESALE
2138 Spring..... Pso Robls 598
(See Advertisement This Page)
Maughan's Wholesale
51 Higuera..... Sn Luis Obspo 149-J

PABST BLUE RIBBON BEER—
WIEDERSHEIM & LANGDON
304 Higuera..... Sn Luis Obspo 293

SCHLITZ BEER—
FORTINI LOUIS C S Highway.. Pso Robls 1049-W
FORTINI LOUIS C
S Highway..... Sn Luis Obspo 1934-W

WIEDERSHEIM & LANGDON
304 Higuera..... Sn Luis Obspo 293
(See Advertisement This Page)

WIELAND'S BEER—
FORTINI LOUIS C S Highway.. Pso Robls 1049-W
FORTINI LOUIS C
S Highway..... Sn Luis Obspo 1934-W

Beer Parlors

AMAPOLA CLUB 861 Palm..... Sn Luis Obspo 1975
BUDWEISER TAVERN
1032Chorro. Sn Luis Obspo-1935
Buoy Cafe..... Cayucos 22-W
CROWLEY'S 986 Monterey..... Sn Luis Obspo 390
Dalessi Henry C
Rainier Bar
999Monterey..... Sn Luis Obspo-190-W
Drake's Place..... S Margrita 51
FREITAS GEO A BANK EXCHANGE
686 Higuera. Sn Luis Obspo-1195
IDAHO CLUB 400 Cypress..... Pismo Bch 161
Knotts R F 101 Hwy..... Nipomo 2451
Olgiati Robert 1019 Court..... Sn Luis Obspo-1055
WALDORF CLUB 198 Pomeroy..... Pismo Bch 91

The Telephone Hour's "Great Artist Series" brings to you world-famous musicians every Monday evening.

MAUGHAN'S WHOLESALE

Distributors For
- **Regal Pale Beer**
- **Blatz Beer**
- **Schmidt Beer**
- **Belfast Soda Water**

H. P. Maughan, *Mgr.*

We Cover the County
2138 SPRING ST.
PASO ROBLES 598
51 HIGUERA ST.
SAN LUIS OBISPO 149-J

BEER
and
ALE
PABST BLUE RIBBON
HAMM'S & G. B.
REGINA WINES
Distributors
WIEDERSHEIM & LANGDON
San Luis Obispo 293 304 Higuera

HANDY MAN or SPECIALIST
You're almost certain to find the person or firm to do the job you want done when you
LOOK IN THE
Classified
TELEPHONE SECTION

Belting–Mechanical

Pacific Mill & Mine Supply Co Inc
Leather-Cotton-Rubber
526 Mission S F
(Toll) Call "Operator" for.....Douglas 2-5921

Bendix Automatic Home Laundry

Look on "W" pages under
"Washing Machines–Dealers"

Beverage Fountain Shops

Tiny's Fountain Service 101 Hwy.....Atascadero 297

Beverages–Non Alcoholic

COCA-COLA BOTTLING CO
Higuera.....Sn Luis Obspo 804
Dr Pepper Distributing Co
1846 Pine.....Pso Robls 1403-W
Peter Pan Distributing Co
Foothill Blvd.....Sn Luis Obspo 1172-W
SEVEN UP BOTTLING CO
1022 Leff.....Sn Luis Obspo 1443

Bicycles–Retail

Pismo Cyclery & Lock Shop
468 Price.....Pismo Bch 338-W
SAN LUIS CYCLERY
1239 Monterey.....Sn Luis Obspo 876
(See Advertisement This Page)

It is the policy of our company to render the most telephone service and the best, at the least possible cost to the public consistent with fair treatment of employees and reasonable return to the investors.

SCHWINN
BICYCLES
Harley Davidson
Motorcycles
Complete Stock of Parts & Accessories
REPAIRING
San Luis Obispo
876
SAN LUIS CYCLERY
1239 MONTEREY

A Handy Man
FOR ANY JOB
and perhaps you want him quickly. It's easy to find the one nearest you by looking in the
Classified
TELEPHONE SECTION

Billiard Parlors

Bennett's Pool Hall 5th & Main.....Templtn 2461
Carillo Victor 217 Dolliver.....Pismo Bch 82
Carl's Billiards 831-13th.....Pso Robls 1529-J
Nelson & Dresser 811-12th.....Pso Robls-151-J
Red's Place 1817 Osos.....Sn Luis Obspo 1857
Stag Billiard Parlor 956 Monterey.Sn Luis Obspo-202

Blacksmiths

Cuendet F 1304 Railroad.....Pso Robls-130-J
Jones C M Highway.....Atascadero 52
Naylor James C 666 Upham....Sn Luis Obspo-448-W
Paso Robles Agr Wks 1204 Railroad.Pso Robls-35-W

Blinds–See Venetian Blinds Headings

Boarding Houses

Edward's Guest Home 837-12th.....Pso Robls 1518

Boat Builders & Repairers

Beck Bros Boat Shop Oceano...Aroyo Grnde 231-F-3
HARBOR BOAT WORKS S Main....Morro Bay 3581

Boat Dealers

HARBOR BOAT WORKS S Main....Morro Bay 3581
Morro Bay Marine Supply 355-6th...Morro Bay 4461

Boats–Charter

Bettencourt Alvin J Highway.....Cayucos 23-J
Kline's Landing 4th.....Morro Bay 4131

Boiler Equipment & Supplies

Keene's Plumbing & Heating Serv
618-12th.....Pso Robls 655-J

Boiler Repairing

Parker E R Boiler Works
514 Higuera.Sn Luis Obspo-2056

Boilers–Mfrs & Distrs

Advance Machinery Company Of The Pacific
138 Tunitas Av.....Atascadero 494

MUND'S BOILER AGENCY
1 TO 250 H.P. FULLY AUTOMATIC
RETURN SYSTEMS
SAN-I-SYSTEMS DRY CLEANING UNIT
FILTERS & STILLS - EXTRACTORS & TUMBLERS
DRY CLEANING & WET WASH WASHERS
LAUNDRY & DRY CLEANING EQUIPMENT
1140 Mission San Francisco
(Toll) Call "Operator" for....Market 1-4947

Steamaster Automatic Boiler Company
3221-20th S F
(Toll) Call "Operator" for.....Atwater 2-6219

FOUR THOUGHTFUL ITEMS
OF TELEPHONE PROCEDURE—

1. Please answer promptly.
2. Please be on the line when the party you want answers.
3. Please speak distinctly and without hurrying, with the lips close to the mouthpiece.
4. Please replace the receiver gently when through talking.

Bolts & Nuts

Payne's Bolt Works
Since 1871 Mfrs Bolts Nuts & Rivets
201 Main S F
(Toll) Call "Operator" for.....Sutter 1-8200

Bonds–Investment–See Investments

Book Dealers

Armstrong's Books & Gifts
Entrada Av.....Atascadero 490-W
Butler's Book Store 1040 Chorro.Sn Luis Obspo 867-W
Dubin's Book & Music Shop
995 Higuera.....Sn Luis Obspo 676

Bookkeeping Service

Bookkeeping Short Cuts
A Weekly Service-By Mail
Write Or Phone For Information
2166 Market S F
(Toll) Call "Operator" for.....Market 1-7625
BOYCE J EARLE
Bank of America Bldg.Sn Luis Obspo-886
Chope J P Wickenden Bldg.....Sn Luis Obspo 162-M

Bottlers

Coca-Cola Bottling Co 846-9th.....Pso Robls 241
Nehi-RC Cola Bottling Co
120 Higuera.Sn Luis Obspo-2115

Bowling Alleys

BRUNSWICK BOWLING CENTER
1329 Spring.....Pso Robls 309-R
(See Advertisement This Page)
EL CAMINO BOWL
1115 Snta Rosa.....Sn Luis Obspo 338
(See Advertisement This Page)
Pismo Bowl Pomeroy.....Pismo Bch-191

Box Strapping

Gerrard A J & Co 559 Forest Oakland
(Toll) Call "Operator" for.....Piedmont 5-7640

Boxes–Wooden

General Box Distrs Oceano....Aroyo Grnde 231-F-15

Brake Service

AL'S BRAKE SERVICE
1175 Monterey.....Sn Luis Obspo 2234
(See Advertisement This Page)
CAMERON'S BRAKE & WHEEL ALIGNMENT
3011 Spring.....Pso Robls 170-W
GARRETT MOTORS
1219 Monterey.....Sn Luis Obspo 2476
Master Brake Service 565 Higuera.Sn Luis Obspo-525
SAMPLE BUD BRAKE SERVICE
721 Spring.....Pso Robls 148-W
Spink & Collins 751 Marsh....Sn Luis Obspo 2380-J

A thoughtful party-line user answers her telephone bell promptly . . . places her own calls accurately, so that they do not have to be placed again . . . does not monopolize the telephone at the inconvenience of others . . . teaches children, too, the little telephone kindnesses . . . and when her telephone is not in use, sees that it is hung up.

BOWL *For Health Recreation Relaxation*

San Luis Obispo
338
LUNCH COUNTER
IN CONNECTION
LOCKER FACILITIES
EL CAMINO
Bowl
1115 SANTA ROSA
SAN LUIS OBISPO

Brunswick Bowling Center

PASO ROBLES
309-R
H. A. ROCK
Prop.
8 BRUNSWICK LANES
ABC
SANCTIONED
1329 SPRING ST.

AL'S BRAKE SERVICE
BRAKES
RELINED
AXLE, WHEEL ALIGNING & BALANCING
COMPLETE AUTO REPAIRS
All Work Guaranteed
Phone
SAN LUIS OBISPO 2234
1175 MONTEREY

Brick–Common, Face, Etc

Malone & Ulrich Brick Co
21st & Cass Av.....Cayucos 34-Y-22

SAN LUIS BRICK WKS
Manufacturers of
RED BRICKS - CEMENT BLOCKS
Masonry and Tile Contractors
Estimates Given
2900 S Broad.....Sn Luis Obspo-997

Broadcasting Stations
See Radio Broadcasting Companies & Stations

Brokers–Grain–See Grain Brokers

Brokers–Grocery Products
See Food Products Brokers

Brokers–Insurance
See Insurance Agents & Brokers

Brushes
Fuller Brush Co S Highway.....Sn Luis Obspo-2128

Builders–See Contractors–Building

Building & Loan Associations
Atascadero Guarantee Building-Loan Assn
Highway.Atascadero-147
Guarantee Bldg-Loan Assn
1127Garden Sn Luis Obspo-362
Paso Robles Mutual Building&Loan Assn
1211Park.Pso Robls-613

Building Materials
BUILDERS MARKET 1115-13th.....Pso Robls-277
FOX LUMBER CO Snta Lucia Av.....Atascadero 16
HAYWARD HOMER T LUMBER CO
12th&Riverside.Pso Robls-73
MADONNA LUMBER CO
581 Higuera.....Sn Luis Obspo 99
Pac Coast Lumber Co Of Calif
410 Branch.....Aroyo Grnde-33
PAC COAST LUMBER CO OF CALIF
271Higuera.Sn Luis Obspo-1420
SAN LUIS MILL & LUMBER CO
246 Higuera.Sn Luis Obspo-624
SOUTHERN PACIFIC MILLING CO
Snta Barbara Av.Sn Luis Obspo-2200

Buildings–See Office Buildings

Bulbs–See Seeds & Bulbs–Retail

Burner Controls–See Regulators

Would you like to get your share of business from customers in your neighborhood? Then why not advertise in the Classified Telephone Directory? You can call the business office of the telephone company and ask for the Directory Advertising Representative. He can help you plan an effective message.

Bus Lines

GREEN BUS SERVICE
CHARTER SERVICE
SPECIAL TRIPS
ANYWHERE - ANY TIME
692 Marsh.....Sn Luis Obspo 1173

Greyhound Bus Depot 110 Branch...Aroyo Grnde 2-W
Greyhound Bus Depot Highway.....Atascadero-237
Greyhound Bus Depot 720-11th.....Pso Robls-242
Greyhound Bus Depot Price & Pismo....Pismo Bch-51

GREYHOUND LINES
SERVING ALL AMERICA
GREYHOUND
Providing a Frequent, Convenient and Comfortable Service At Low Fares

"FOR INFORMATION CALL"

ARROYO GRANDE
Greyhound Bus Depot
110 Branch.....Aroyo Grnde 2-W

ATASCADERO
Greyhound Bus Depot Highway....Atascadero-237

MORRO BAY
Leiter's Pharmacy 5th.....Morro Bay-2831

PASO ROBLES
Greyhound Bus Depot 720-11th....Pso Robls-242

PISMO BEACH
Greyhound Bus Depot Price & Pismo.Pismo Bch-51

SAN LUIS OBISPO
Pacific Greyhound Lines
1009Monterey.Sn Luis Obspo-24

SANTA MARGARITA
Star Garage Highway.....S Margrita 3
Pac Greyhound Lines 1009Monterey.Sn Luis Obspo-24

Business Opportunity Brokers
GRISWOLD E R 731-12th.....Pso Robls 1510

Butane–See Liquefied Petroleum Gases

Butchers–Retail–See Meat–Retail

Butchers–Wholesale–See Meat–Whsle

Buttons
Olivier Printing Co The 1121 Mission S F
(Toll) Call "Operator" for.....Underhill 1-0502

Telephone service is a friendly service. The people who operate and maintain it take a genuine satisfaction in serving you pleasantly and well. People who use the telephone a great deal find that friendliness is an instinctive habit. The telephone helps folks to know each other better.

Cabinet Makers
ADAMS A L & SON CABINET SHOP
1026 Riverside.....Pso Robls-177-W
(See Advertisement This Page)
Barba's Cabinet Shop 411-12th.....Pso Robles 198
Built-Rite-Woodwork Highway.....Atascadero 488-R
Bouton Cabinet & Glass Shop
Del Rio Av.Atascadero-255
COLLIER CABINET SHOP
Windward Av.....Pismo Bch 48-Y-12
(See Advertisement Following Page)
HAMMOCK CHAS & SON PAINT SHOP
N Highway.....Atascadero 176
LA FRANCE JACK D 450 Price....Pismo Bch 338-J
(See Advertisement This Page)
(Continued Next Page)

You can find out "Where To Buy It" by looking in the Yellow Pages.

CABINET WORK
Anything in Wood
CUSTOM BUILT
WINDOW FRAMES & SCREENS
KITCHEN CABINETS
MEDICINE CASES & MIRRORS
IRONING BOARDS
Store & Office Fixtures
Walk-in Ice Boxes
Store & Restaurant Remodeling
A. L. ADAMS & SON
CABINET SHOP
1026 Riverside Paso Robles 177-W

LA FRANCE
CABINET SHOP
Everything in Wood
PHONE
PISMO BEACH
338-J
Frames - Cabinets - Bars & Counters
Saw Filing - Planer Knives Ground
JACK D. LA FRANCE
Licensed Contractor
450 PRICE PISMO BEACH

SCOTT'S CABINET SHOP
HARDWARE SUPPLY
- SLAB DOOR DISTRIBUTORS
- CUSTOM BUILT CABINETS
- BUILDERS' HARDWARE
- WINDOWS & DOOR FRAMES
- WINDOW SCREENS
- PLYWOOD-LOCKSETS

Arroyo Grande 138-F-3
Grand Ave. & 19th
Route 1 - Box 204

- CABINETS & FIXTURES
- STORE FIXTURES
- WINDOW GLASS

PHONE
PASO ROBLES 289
WESTERN CABINET WORKS
JEAN DUPERTUIS, SR.
1000 PARK ST. PASO ROBLES

CABINET WORK
CUSTOM BUILT FURNITURE
WOOD PRODUCTS
PHONE
San Luis Obispo 3065-W
For
SCREENS - BOATS
SCREEN DOORS
STORE & RESTAURANT EQUIPMENT
WESTLAKE CABINET & FURNITURE SHOP
815 High San Luis Obispo

RAUCH'S
CABINET & UPHOLSTERY SHOP
- **FIXTURES - CABINETS**
Homes - Stores - Restaurants - Screens
Doors - Windows - Complete Line
- **UPHOLSTERING**
Automobile - Furniture
Recovering - Repairing - Supplies

PASO ROBLES 966
821 - 21st

Cabinet Makers–(Cont'd)

LaFrance Jack D 450 Price.....Pismo Bch 338-J
Lord's Cabinet Shop Fair Oaks..Aroyo Grnde 137-F-4
RAUCH'S CABINET & UPHOLSTERY SHOP
821-21st.....Pso Robls 966
(See Advertisement Preceding Page)
SCOTT'S CABINET SHOP
Grand Av.....Aroyo Grnde 138-F-3
(See Advertisement Preceding Page)
Western Cabinet Works 1000 Park....Pso Robls-289
(See Advertisement Preceding Page)
WESTLAKE CABINET & FURNITURE SHOP
815 High.....Sn Luis Obspo 3065-W
(See Advertisement Preceding Page)

Cactus–See Nurseries Headings

Cafeterias–See Restaurants

Calculating Machines

See Adding & Calculating Machines Headings

Cameras

See Photographic Equipment & Supplies Headings

Candy–See Confectioners Headings

Canners

J & M Packing Corp Grover City. Aroyo Grnde 134-F-2

We hope that you enjoy our radio program, "The Telephone Hour," which is produced weekly for your pleasure and enjoyment — N.B.C., Monday evenings.

COLLIER'S CABINET SHOP
MILLWORK OF ALL TYPES
STANDARD & SPECIAL MOULDINGS TO ORDER
• Window & Door Frames
• Screens & Screen Doors
PHONE
Pismo Beach 48-Y-12
WOODEN CABINETS OF ALL TYPES
P. O. Box 67
Windward Ave. (Shell Beach)

ANY TIME
When things happen unexpectedly—the demand for promptness of service is urgent. You'll find firms who render 24-hour service listed in the
Classified
TELEPHONE SECTION

Carpenters

Ransdell R R Pier.....Pismo Bch-31-Y-5
Simning Earl Acacia Av.....Atascadero 591-W

Carpet Cleaners

See Rug & Carpet Cleaners

Cash Registers

National Cash Register Co
1016 Court.....Sn Luis Obspo 2849-R
Walker R G
Egry Autographic-Ohmer-R C Allen
785 Marsh.....Sn Luis Obspo 681-W

Cattle Dealers–See Livestock

Cement Contractors

See Contractors–Concrete

Cemeteries & Memorial Parks

Cayucos Morro Bay Cemetery.....Cayucos-34-Y-12
Odd Fellows Cemetery & Mausoleum
Highway. Sn Luis Obspo-960

Cesspool Building & Service

COALWELL ROY 2029 Pine.....Pso Robls 1036-W
Harsh F Elmer 1745 Pine.....Pso Robls 278-J
SAN LUIS SANITATION SERVICE
See Our Advertisement Under Septic Tanks
1130 Leff.....Sn Luis Obspo 1124

Chair Repairing

See Furniture Repairing & Refinishing

Champagne–See Wines Headings

Charcoal

Oakchar Products Corp 17th.....Pso Robls 120

Cheese Cloth

All-State Supply Co 1769 Chase Oakland
(Toll) Call "Operator" for.....Twinoaks 3-2646

Chevrolet Authorized Sales & Service

Look on "A" pages under
"Automobile Dealers–New Cars"

Children's & Infants' Garments–Retail

BILLIE'S TOY & BABY SHOP
766 Higuera.....Sn Luis Obspo 2628-W
CONNIE'S ADORABLE BABY SHOP
1322 Spring.....Pso Robls 339-M
RILEY'S 749 Higuera.....Sn Luis Obspo 36
TOTS & TEENS 1347 Park.....Pso Robls 310

Chiropodists

Dunford Wm H 997 Monterey...Sn Luis Obspo 104-W
If no answer call.....Sn Luis Obspo 104-R
Rose T A 1231 Garden.....Sn Luis Obspo-145

Chiropractors

BERGLUND WILLIAM A Highway...Atascadero 694
(See Advertisement Page 28)
Greene Sanford M 856 Price.....Pismo Bch 190
JONES WM A 1138 Chorro.....Sn Luis Obspo-722
OLIVER W H 1303 Garden.....Sn Luis Obspo 988
(See Advertisement Opposite Page)
POE LENORD E 303-16th.....Pso Robls 223
(See Advertisement Opposite Page)
(Continued on Pages 27, 28 and 29)

CHIROPRACTOR

Modern Methods and Individual Attention Get Real Results

Licensed by State Board

Office & Home Calls by Appointment

All Types of Scientific
Drugless & Electrical Treatments
Including Physical Therapy
Short Wave • Ultra Violet

Telephone
Paso Robles 223

DR. LENORD E. POE

303-16TH ST. PASO ROBLES

DR. W. H. OLIVER

Chiropractor

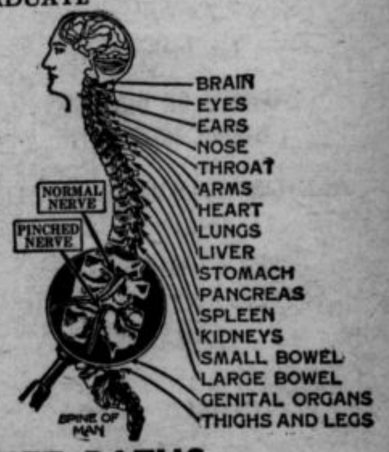
PALMER SCHOOL GRADUATE

X-RAY SERVICE

NEUROCALOMETER SERVICE

SHORT WAVE DIATHERMY

COLONIC IRRIGATION



The **HOWARD CABINET BATHS**
LADY ATTENDANT
SAN LUIS OBISPO 988
1303 GARDEN ST.

Chiropractor

DR. RUDOLPH A. POE

TELEPHONE
SAN LUIS OBISPO 344

16 Years Same Location

Modern & Complete Chiropractic Health Service
Electro-Physio-Therapy; Scientific Diagnosis
All Natural Methods Such as Infra Red Rays, Violet Rays, Ultra-Violet, Hot & Cold Quartz, Short Wave, Sine Wave, Diet, Etc.
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657 MARSH ST. **SAN LUIS OBISPO**

DR. WM. A. BERGLUND
CHIROPRACTOR

Newest Chiropractic Techniques

EMPHASIS ON DIAGNOSIS
ELECTRIC TREATMENTS

ALL DRUGLESS METHODS USED IN TREATMENT OF ACUTE AND CHRONIC DISEASES

Modest Fees

Heir Bldg. Atascadero
Phone **ATASCADERO 694**

SHOP IN THE YELLOW PAGES

Whenever you want information about an article, a service or a certain business

LOOK IN THE

Classified **TELEPHONE SECTION**

Chiropractors–(Cont'd)

Poe & Poe 303-16th.....Pso Robls-223
Poe & Poe 657 Marsh.....Sn Luis Obspo 344
POE RUDOLPH A 657 Marsh.....Sn Luis Obspo 344
(See Advertisement Opposite Page)

WALKER EARL T

COLON THERAPY
ADJUSTMENTS
Manipulation and Massage
1947 Spring.....Pso Robls 754

Zimmer Bertha S Hwy.....Atascadero 123-W

Christian Science Practitioners

Christian Science Reading Room
1126 Morro.....Sn Luis Obspo 1939-W
Meyer Kate Mrs
Mem 1st Ch. Christ Sci in Boston
1318 Garden.....Sn Luis Obspo-215
Moes Laura C 2945 Spring.....Pso Robls-957
Sweatt Theo Mrs 67 Benton Wy..Sn Luis Obspo 2725

Churches & Church Organizations

Baptist Church 17th&Park.....Pso Robls-1512-W
Calvary Baptist Church
Rev Don W Husted-Pastor
1118 Buchon.....Sn Luis Obspo 1547
Catholic Church 128 W Branch.....Aroyo Grnde-83
Catholic Church 512-13th.....Pso Robls-207
Catholic Church Pismo.....Pismo Bch-109
Catholic Rectory.....Cayucos-21
Church of Christ 879 Marsh.....Sn Luis Obspo 1126
Rev Chalmers Res.....Sn Luis Obspo 3085-W
Church of The Nazarene
652 Snta Rosa.....Sn Luis Obspo 3176-W
Community Church Palma Av.....Atascadero 33-W
FIRST BAPTIST CHURCH
Rev C L Oldfield-Pastor
Osos&Pacific.....Sn Luis Obspo-2425
Residence.....Sn Luis Obspo-2116
Foursquare Church Parsonage
841 Leff.....Sn Luis Obspo 1899-W
GRACE TABERNACLE
Osos & Pismo.....Sn Luis Obspo 976
Lutheran Church
Rev Theo F Haeuser
905 Vine.....Pso Robls 244-W
Lutheran Church
Rev Walter Loretz
867 Pacific.....Sn Luis Obspo 2602
Methodist Church Shandon.....Pso Robls 31-F-4
Methodist Church
Rev Carl J Allen
1326 Oak.....Pso Robls 191
Methodist Church
Rev-Norman L Conard-Pastor
884 Pacific.....Sn Luis Obspo 2364-W
Old Mission The 782 Monterey....Sn Luis Obspo-667
Presbyterian Church Bridge.....Aroyo Grnde 124
Presbyterian Church
Frederick J Hart-Rev
981 Marsh.....Sn Luis Obspo 1437
St James Episcopal Church 1345 Oak..Pso Robls-194
St Stephens Episcopal Church
Rectory 1334 Nipomo.....Sn Luis Obspo 1864
Guild Hall Pismo & Nipomo.Sn Luis Obspo 1442-W

Cigarettes–Whsle & Mfrs

JUILLARD-COCKCROFT
230 Snta Barbara Av. Sn Luis Obspo-93

Cigars–Mfrs

Welch Bros Cigar Factory
855 Monterey.....Sn Luis Obspo 2037-J

Cigars & Tobacco–Retail

AMAPOLA CLUB 861 Palm.....Sn Luis Obspo 1975
Annabelle Smoke Shop
190Higuera.Sn Luis Obspo-1927
Bernard's Cigar Store
1814 Osos.....Sn Luis Obspo-1318-W
Duke's Smoke Shop 737-12th.....Pso Robls-338
Kluver F 726 Higuera.....Sn Luis Obspo-394-J
Tim's Cigar Store 1318 Spring.....Pso Robls-339-W
United Cigar Store 998Higuera...Sn Luis Obspo-853

Cigars–Whsle

Glaser Bros 735 Marsh.....Sn Luis Obspo 1600
JUILLARD-COCKCROFT
230 Snta Barbara Av. Sn Luis Obspo-93

City Government Offices

See Alphabetical Directory Under "Name of City"

Cleaners–Carpet

See Rug & Carpet Cleaners

Cleaners & Dyers

Atascadero Cleaners Hwy.....Atascadero-139
BRIMHALL'S CLEANERS
127 Branch.....Aroyo Grnde 131-W

CALIFORNIA CLEANERS
CASH & CARRY
All Types of
REPAIRS & ALTERATIONS
WE NOW DO DYEING
QUALITY WORK
OPEN DAILY 8 TO 6 PM
260 Hinds.....Pismo Bch 84

Cambria Pines Laundry & Cleaners.....Cambria 45-J
Economy Cleaners & Laundries
23d&Spring. Pso Robls-720

F & M CLEANERS & HATTERS
Alterations and Repairing
Dyeing
Expert Hat Blocking
OUR WORK GUARANTEED
311 Cypress.....Pismo Bch 57-W

FLETCHER CLEANERS
709 Higuera.....Sn Luis Obspo 2169
HI-WAY CLEANERS
Mission Laundry Agency
101Highway.....Pismo Bch-124
HOME LAUNDRY CO 1323 Morro..Sn Luis Obspo-70
Liberty Cleaners 727 Marsh.....Sn Luis Obspo-2290
Maury's Cleaning Service
Traffic Wy.....Atascadero 462-W
Mildred's Sewing Shop 1322 Park....Pso Robls 1084
Morro Bay Cleaners Main.....Morro Bay 2776
NU-WAY CLEANERS 1427 Spring.....Pso Robls 39
Owl Cleaners 2144 Broad.....Sn Luis Obspo 2076-J
PARK DRY CLEANING WORKS
Call & Deliver-J Wilson-Owner
735-12th.....Pso Robls 727-W
PASO ROBLES LAUNDRY & DRY CLEANING
1344 Pine.....Pso Robls-315
Perfect Method Cleaners 983 Osos.Sn Luis Obspo-1787
QUALITY CLEANERS 109 Branch..Aroyo Grnde-280
San Luis Cleaners 1124 Broad.....Sn Luis Obspo-898
Spotless Cleaners 403 Higuera....Sn Luis Obspo-517
Strong's Cleaning Wks 659 Higuera.Sn Luis Obspo-236
Vapor Cleaning Works 1344 Pine.....Pso Robls-315
WARDROBE THE 1137Garden...Sn Luis Obspo-892

Cleaners–Hat–See Hats–Renovators

Cleaners–Upholstery
See Upholstery Cleaners

Clergymen
Hart Frederick J 981 Marsh....Sn Luis Obspo-1437
If no answer call.....Sn Luis Obspo-598-W
HUSTED DON W 1118 Buchon..Sn Luis Obspo 1547
PERSSON LEROY Osos & Pismo..Sn Luis Obspo 976
If no answer call.....Sn Luis Obspo-883-W

Clinics
FRENCH CLINIC 1170 Marsh.....Sn Luis Obspo 478
If no answer call.....Sn Luis Obspo 73
San Luis Clinic
24-Hour Service
990 Pacific.....Sn Luis Obspo 3041

Clothing–Boys', Retail
GENARDINI'S MENS WEAR
779 Higuera.Sn Luis Obspo-1362

Clothing–Men's–Retail
See also Men's Furnishings–Retail
GENARDINI'S MENS WEAR
779 Higuera.Sn Luis Obspo-1362
If no answer call.....Sn Luis Obspo-2780
Green Bros 871 Monterey.....Sn Luis Obspo-724
Hub The E Branch.....Aroyo Grnde-50
LEE MEN'S WEAR Highway.....Atascadero 357
Schulze Bros 782 Higuera.....Sn Luis Obspo-364-J
Squires Mens Wear 745-12th.....Pso Robls-151-W
WICKENDEN'S 837 Monterey...Sn Luis Obspo-1511
Zeyen W H E Branch.....Aroyo Grnde-98-W

Clothing–Used
PISMO TRADING CENTER
306 Ocean Vw.....Pismo Bch 198

Clubs
Amer Legion Recreation Club
977 Higuera.....Sn Luis Obspo 156
Auto Club of So Calif
1134 Monterey.Sn Luis Obspo-1480
CROWLEY'S 986 Monterey.....Sn Luis Obspo 390
Eaglet Club Room Eaglet.....Atascadero 70-R
FUN HOUSE Pomeroy.....Pismo Bch-131
Morro Bay Club 5th.....Morro Bay 3871
Police & Fireman Surf Club Of Calif Inc
Oceano .....Aroyo Grnde 402-F-3
Reno Social Club 1240 Pine.....Pso Robls 640
TEN-TWENTY-THREE CLUB
1023 Morro.Sn Luis Obspo-1170

Cocktail Lounges
Anchor
See Our Adv Under Night Clubs
Pomeroy Av.....Pismo Bch 345
Berta's 860 Monterey.....Sn Luis Obspo-745
BREAKER'S CAFE Market & 5th....Morro Bay-2431
Brown's Sport Center 986 Monterey.Sn Luis Obspo 390
Bud & Bills 112 Branch.....Aroyo Grnde 285
BUDWEISER TAVERN
1032 Chorro.Sn Luis Obspo-1935
Carlton Hotel Hwy.....Atascadero-177
CARVAO'S 1022 Morro.....Sn Luis Obspo 1866
Colombo Cafe & Cocktail Lounge
1232 Pine.Pso Robls-365
CORAL ISLE 958 Monterey.....Sn Luis Obspo 210
Crowley's 986 Monterey.....Sn Luis Obspo 390
DANTES
Mr Chiesa-Owner
955 Higuera.....Sn Luis Obspo 2197
ESTRELLITA 964Monterey.....Sn Luis Obspo-96
FOUNTAIN INN S 101 Hwy.....Sn Luis Obspo 1090
GOLD ROOM 897Monterey.....Sn Luis Obspo-1324
HAPPY JACKS 6th & Main.....Morro Bay 3761

Cocktail Lounges–(Cont'd)
Hi-Hat Cocktail Lounge Hwy.....Atascadero 164
Hotel Butler 440 Pomeroy Av.....Pismo Bch-41
IDAHO CLUB 400 Cypress.....Pismo Bch 161
JIM'S INN 1025Morro.....Sn Luis Obspo-252
JOHNNY'S TAVERN
J L Jordan Owner-H W Davies Mgr
1216 Spring.....Pso Robls 85
Jonesy's Cafe 12th & Pine.....Pso Robls 171
LYLE'S MID-NITE COCKTAIL LOUNGE
1215 Spring.....Pso Robles 798
MAC'S CAFE Avila.....Sn Luis Obspo 1-R-2
Nina's 101 Hwy.....Pismo Bch 331
OCEAN VIEW TAVERN Avila...Sn Luis Obspo 8-J-3
PAUL'S PLACE.....Cayucos 22-J
PETE'S PLACE 106 Branch.....Aroyo Grnde-107
Pine Tree.....Cambria-4-Y-12
REX'S PLACE AtascaderoHotel.....Atascadero-298
Sam's Barbeque Lounge 101 Hwy.....Nipomo 2481
Tobey's Palace Club 590 Cypress.....Pismo Bch 70
TOWER BARBECUE & COCKTAIL LOUNGE
427 Higuera.....Sn Luis Obspo-830
TOWNSEND'S COFFEE SHOP&COCKTAIL LOUNGE
Edward&Margaret Madsen
990Monterey .....Sn Luis Obspo-1261
Waldorf Cafe 975 Osos.....Sn Luis Obspo-1002
WALDORF CLUB 198 Pomeroy.....Pismo Bch 91
WATSON FRED COCKTAIL LOUNGE
1011 Higuera.....Sn Luis Obspo-2341

Coffee Dealers–Retail
Farmer Bros 1531 Monterey.....Sn Luis Obspo-134

Coffee Dealers–Whsle
FARMER BROS 1531 Monterey...Sn Luis Obspo-134
JUILLARD-COCKCROFT
230 Snta Barbara Av.Sn Luis Obspo-93

Coin Machines & Supplies
Automatic Games Co 611 Price.....Pismo Bch 77-J
Gouff Mitchell E 145-16th.....Pso Robls-1055

Cold Storage Lockers
See Frozen Food Lockers–Renting

Cold Storage Warehouses
AMER REFRIGERATING CO
241 Pismo.....Sn Luis Obspo 428
Puritan Ice Co Traffic Wy.....Atascadero-59
SAN LUIS ICE & COLD STORAGE CORP
1409 Walker.....Sn Luis Obspo-67

Hear many of the world's outstanding musical artists on the Telephone Hour—N.B.C., Monday nights.

HANDY MAN or SPECIALIST

You're almost certain to find the person or firm to do the job you want done when you

LOOK IN THE
Classified
TELEPHONE SECTION

Collection Agencies
CREDIT BUREAU OF SAN LUIS OBISPO
987 Osos.....Sn Luis Obspo 315
(See Advertisement This Page)
MEDICO-DENTAL ADJUSTMENT BUREAU
981 Monterey.Sn Luis Obspo-652
(See Advertisement This Page)
PASO ROBLES CREDIT BUREAU
Bank of America Bldg.....Pso Robls 865

Colleges–See Schools

Colonic Irrigation
Greene Sanford M 856 Price.....Pismo Bch 190
WALKER EARL T
Using Dierker System
1947 Spring.....Pso Robls-754

Commissary Service
Cody Commissary
Camp Sn Luis Obispo.....Sn Luis Obspo 19-R-4

Compressors–Air
See Air Compressors Headings

Concrete Blocks & Shapes
HAGEMANN E W Oceano.....Aroyo Grnde 135-F-5
Jones J C Morro.....Morro Bay 3191
L & L Brick Co 101 Hwy.....Pismo Bch 310-W

Concrete Construction
See Contractors–Concrete

Concrete–Ready Mixed
SOUTHERN PACIFIC MILLING CO
Snta Barbara Av.Sn Luis Obspo-2200
(See Advertisement This Page)

Confectioners–Retail
Annabelle Smoke Shop
190Higuera.Sn Luis Obspo-1927
AUSTIN'S CONFECTIONERY
Mr & Mrs Charles M Simon Owners
868 Monterey.....Sn Luis Obspo 86
Canary Cottage 1200 Spring.....Pso Robls-57
Hillis Candy Creamery 785 Higuera.Sn Luis Obspo-483
MELODY ICE CREAM BAR 625-12th.Pso Robls 1015
(See Advertisement This Page)
Morro Bay Creamery 5th & C.....Morro Bay 4091

People can't reach you by telephone when the instrument is left "off the hook". Your line is "busy" or "out of order" to anyone calling.

WHEN IN PASO ROBLES
Visit the
MELODY ICE CREAM BAR

Candy
Ice Cream
Sandwiches
Milkshakes

625 - 12th
PASO ROBLES 1015

COLLECTIONS
We Collect Any Kind of Account Anywhere
OUR 18TH YEAR
Phone
San Luis Obispo 652
MEDICO - DENTAL ADJUSTMENT BUREAU
A. BATEMAN
981 Monterey San Luis Obispo

COLLECTIONS
• ALL TYPES OF ACCOUNTS
• CREDIT REPORTING
Phone
SAN LUIS OBISPO 315
CREDIT BUREAU OF SAN LUIS OBISPO
THOMAS RICE, *Manager*
987 OSOS SAN LUIS OBISPO

SOUTHERN PACIFIC MILLING CO.
'Since M 1885'
READY MIXED CONCRETE

Rock - Sand - Cement
Asphalt Plant Mix, Etc.
PHONE
San Luis Obispo 2200
Santa Barbara Av. - San Luis Obispo

Confectioners–Whsle & Mfrs

Glaser Bros 735 Marsh.....Sn Luis Obspo 1600
JENSEN SALES CO
1359 Monterey.....Sn Luis Obspo 2482
Krafft's Candies 2204 Sn Pablo Berkeley
(Toll) Call "Operator" for.....Ashberry 3-7252

Constables

West Kenneth 514-38th.....Pso Robls 202-W

Construction Service

See Contractors Headings

Contractors–Building

BURT JAS R

A COMPLETE
HOME BUILDING SERVICE
CONCRETE WORK - STUCCO WORK
Alterations - Modernizing
House Wiring - Free Estimates
Bridge.....Cambria 66

FILER THEO W

GENERAL
BUILDING CONTRACTOR
25 Years Experience
Insured Employees
STATE LICENSE 85560
307 Whiteley.....Aroyo Grnde 133-J
If no answer call.....Aroyo Grnde 158-W

Gallagher Pat 765 Lincoln.....Sn Luis Obspo 570-R
Grover City Construction Co
8th & Atlantic.....Aroyo Grnde 261-F-4
Maino Construction Co E Mall Av...Atascadero 246-J
Mandella C L Blackburn.....Templtn 2621

NIELSEN HARALD N

GENERAL
BUILDING CONTRACTOR
Remodeling & Repairing
956 Walnut.....Sn Luis Obspo 594
If no answer call.....2926-J

Pumphrey C E 1221Park.....Pso Robls-740

SHARPS C C

GENERAL
BUILDING CONTRACTOR
Established 25 Years
306 E Branch.....Aroyo Grnde 120

SMALL H E 1740 Fixlini.....Sn Luis Obspo-1730

If you have goods for sale, the Classified Telephone Directory provides purchasers one of the quickest ways to find your goods. You are invited to call our nearest Business Office for detailed information on advertising in the Classified Telephone Directory.

Contractors–Concrete

Brown & Doko Price & Pismo.....Pismo Bch 36
Johnson Western Company 2331 Blanding Alameda
(Toll) Call "Operator" for.....Lakehurst 3-3745
Berth 115 Sn Pedro
Reinforced Gunite Construction
(Toll) Call "Operator" for...Terminal 2-2880
JOHNSON A O
Cement Contractors-Foundation
Walks-Curbs Driveways Etc
2450 Story.....Sn Luis Obspo-709
MADONNA A CONSTRUCTION CO
581 Higuera.....Sn Luis Obspo 3020
Soto Gregg P 1119 Fig.....Sn Luis Obspo-2279-W
Thomas Earl Grover City.....Aroyo Grnde 148-F-3
Worswick & Henderson 2345 Vine...Pso Robls 382-W

Contractors–Electric

See Electric Contractors–Industrial & Household

Contractors–Engineering

Madonna A Construction Co
581 Higuera.....Sn Luis Obspo 3020

Contractors'–Equipment

C P Concrete Equipment Co
Form Clamps-General Concrete Supplies
1100-6th Av Oakland
(Toll) Call "Operator" for...Templebar 4-8366

Contractors' Equipment–Renting

GARCIA TONY CONSTR EQUIP RENTALS

BULLDOZING & GRADING
Loader - Dump Trucks
Sand - Gravel - Loam
Oil Mix
Santa Ysabel Rd.....Atascadero 592-W

Contractors' Equipment–Repairing

MADONNA A CONSTRUCTION CO
581 Higuera.....Sn Luis Obspo 3020

Contractors–Excavating

Barber Ernest A 1254 Monterey.Sn Luis Obspo 1850-J
Brisco L A
Grading & Oiling
105 Nelson.....Aroyo Grnde 40
CORIPPO MEL H 1719 Pine.....Pso Robls 653-W
Madonna A Construction Co
581 Higuera.....Sn Luis Obspo 3020
Soto Gregg P 1119 Fig.....Sn Luis Obspo 2279-W

Contractors–General

Acre Bert Atas & Santa Ynez.....Atascadero-174
BARBA & CARPENTER 411-12th....Pso Robls 198
(See Advertisement Opposite Page)
Bonjour J W Poole.....Aroyo Grnde 421-J

BROWN & DOKO

GENERAL CONTRACTING
& CONCRETE WORK
PAVING & GRADING
EXCAVATING
101 Highway.....Aroyo Grnde 286-F-4

Brown & Doko Dolliver.....Pismo Bch 36
Cook Ward I 1118 Garden.....Sn Luis Obspo 308

(Continued Next Page)

Contractors–General–(Cont'd)

DALESSI HENRY C

GENERAL CONTRACTORS
ROAD CONSTRUCTION
and
MATERIALS - MINING
450Marsh.....Sn Luis Obspo-118
If no answer call.....Sn Luis Obspo 2348-J

Filer Theo W 307 Wihteley.....Aroyo Grnde 133-J
Fitz Construction Co Highway.....Cambria 96-J
Fredericksen & Kasler
Cuesta Grade Job
Monterey & Buena Vsta Av..Sn Luis Obspo 2972
Miles Station Job 412 Higuera.Sn Luis Obspo 3181
JOHNSON & McLENNAN
515 N Broad.....Sn Luis Obspo 3035
If no answer call.....Sn Luis Obspo 656-W

MADONNA A CONSTRUCTION CO

GENERAL CONTRACTING
Modern Equipment & Service
Excavating, Paving, Grading
Dump Trucks, Low Bed Trailers, Bulldozers,
Shovels, Concrete, Rock, Sand, Loam,
Creek Gravel, Red Rock
581 Higuera.....Sn Luis Obspo 3020
If no answer call.....Sn Luis Obspo-99
Residence.....Sn Luis Obspo-2090

MAINO CONSTRUCTION CO
2238 S Broad.....Sn Luis Obspo 3177
If no answer call.....Sn Luis Obspo 2998-W
Ochs O R & Son 1315 Cazadero...Sn Luis Obspo 1677

PEMBERTON F & WM

SPECIALIZING IN
HOMES
3025 Vine.....Pso Robls 1064-M

PUMPHREY C E 1221Park.....Pso Robls-740

ROSELIP WALTER B

ROCK - SAND
ASPHALTIC PLANT-MIX
GENERAL CONTRACTING
Excavating - Grading - Paving
615 Grand.....Sn Luis Obspo-785
If no answer call.....Sn Luis Obspo-211-W
Or.....Atascadero-245-W
Plant.....Atascadero-20

The oldest of all the telephone industry's traditions is service.

BARBA & CARPENTER

GENERAL BUILDING
CONTRACTORS
STATE LICENSED
RESIDENCE & COMMERCIAL
BUILDING
REMODELING - ALTERATIONS
CABINET WORK
Paso Robles 198
If No Answer Call 446-J
411 - 12TH PASO ROBLES

Roselip Walter B Ferrocarril Rd.....Atascadero-20
Schussman Ken Halcyon.....Aroyo Grnde 242-F-13
Shannon Fred J Oceano.....Aroyo Grnde 404-F-2
Sharps C C 306 E Branch.....Aroyo Grnde 120

SOTO GREGG P

General Contractor
CONCRETE WORK
EXCAVATING
SIDEWALKS - DRAINS - GUTTERS
DRIVEWAYS, ETC.
1119 Fig.....Sn Luis Obspo-2279-W

Walter Bros 383 Chorro.....Sn Luis Obspo 2617-R
Wood Addison B.....Aroyo Grnde 137-F-13

Contractors–Heating & Ventilating

See also Plumbers

KEENE'S PLUMBING & HEATING SERV

Chas A Keene, Consulting Engineer
STATE LICENSED CONTRACTOR
Designing - Modernizing - Installing
Maintenance of Power & Heating Plants
Automatic Controls - Water Softeners
Plumbing Supplies - Boiler Compounds
No Plant Too Large or Too Small
618-12th.....Pso Robls 655-J

SAN LUIS ELECTRIC & HEATING SERVICE
715 Higuera.....Sn Luis Obspo-603
If no answer call.....Sn Luis Obspo-2614
SMEE'S PLUMBING & HEATING SHOP
1302 Osos..Sn Luis Obspo-766

Contractors–Masonry

FAULSTICH BROS 2900 S Broad..Sn Luis Obspo 997

Contractors–Painting

See Painting Contractors

Contractors–Paving

Brown & Doko 101 Hwy.....Aroyo Grnde 286-F-4

Contractors–Plumbing–See Plumbers

Contractors–Roofing–See Roofers

Contractors–Sidewalk

See Contractors–Concrete

Cooking Utensils

UNION HARDWARE CO
725 Higuera.....Sn Luis Obspo 43

Cork Insulation

See Insulation Materials–Cold & Heat

Corned Meats–See Meat–Whsle

Corsets–Retail

Charis Corsetier
Atascadero & Sn Gabriel Av.....Atascadero 153-J

Cosmetics–Retail

Merle Norman Cosmetics Studio
Neva W Wilson Owner
748 Higuera.....Sn Luis Obspo 1477

County Government Offices

See Alphabetical Directory Under
"San Luis Obispo County of"

Crankshaft Grinding
Automotive Engineering Co
South ..... Sn Luis Obspo 1974-W

Creameries–See Milk & Milk Products

Creamery Supplies
See Dairy Equipment & Supplies

Credit Reporting Agencies
CREDIT BUREAU OF SAN LUIS OBISPO
987 Osos ..... Sn Luis Obspo 315
Paso Robles Credit Bureau
Bank of America Bldg ..... Pso Robls 865

Crematoriums
Gray's Funeral Chapel & Crematorium
S Highway ..... Atascadero 98

Crockery
UNION HARDWARE CO
725 Higuera ..... Sn Luis Obspo 43

Curtains–Retail
ZEGAR FURNITURE STORE
840 Monterey ..... Sn Luis Obspo 85

Cutlery–Retail
UNION HARDWARE CO
725 Higuera ..... Sn Luis Obspo 43

Dairies & Dairy Products
See Milk & Milk Products

Dairy Equipment & Supplies
BLACKWELL & CO
McCormick-Deering Dairy Equip
1134-13th ..... Pso Robls 254
CAMPBELL'S REFRIGERATION
532 Higuera ..... Sn Luis Obspo 1488
Cooperative Farmers Supply Co Inc
Agency De Laval Milkers-Separators
1311 Park ..... Pso Robls-344
FARMER'S HARDWARE & EQUIP CO
581 Higuera ..... Sn Luis Obspo 852
Surge Dairy Service
711 Monterey ..... Sn Luis Obspo 468-J

Dancing Academies
Renee & Lemar 1368 Marsh ..... Sn Luis Obspo 705

Dancing–Public
Rose Garden Ballroom 440 Hinds .. Pismo Bch 136-J

Day Nurseries
Child Care Center 3201 Pine ..... Pso Robls-717-J

Deafness Aids–See Hearing Aids

Defense Agencies–See Associations

Delicatessens–Retail
Bullock's Delicatessen
Nipomo & Higuera ..... Sn Luis Obspo 2513-W
Delite Bakery & Delicatessen
723 Higuera . Sn Luis Obspo-437

Delivery Service
COMET DELIVERY SERVICE
581 Osos ..... Sn Luis Obspo 660-J

Dental Laboratories
Scott Dental Laboratory
846 Higuera ..... Sn Luis Obspo 533
West Richard Bank of America Bldg .... Pso Robls 49
Whittlesey Dental Laboratory
793 Higuera ..... Sn Luis Obspo 110

Dentists
Andrews J V 4th & Bayshore ..... Morro Bay 3111
Bates Donald E Entrada Av ..... Atascadero 64
If no answer call ..... Atascadero 217-R
Biedinger Chas
Orthodontics Exclusively
1114 Marsh ..... Sn Luis Obspo 2967
Brazil W H 1041 Chorro ..... Sn Luis Obspo-1089
Brown Ray N 612-12th ..... Pso Robls-67
Campbell L W 777½ Higuera .... Sn Luis Obspo 1084
Daniels Kenneth W 774 Marsh ... Sn Luis Obspo 3032
If no answer call ..... Sn Luis Obspo 2885-W
Dewlaney C W S Highway Atascadero-82
Donkin E B 1115 Vine ..... Pso Robls-237
Fein C B 1205 Park ..... Pso Robls-222
Gates Russell W
Bank of America Bldg ..... Paso Robls 32
Goodnight Charles 846 Higuera ... Sn Luis Obspo-582
Green J P 522-13th ..... Pso Robls-47
Johnson G Warren 137 Bridge .... Aroyo Grnde 200-J
Kirtland Howard B 1114 Marsh ... Sn Luis Obspo-72
Loveall Ben F 774 Marsh ..... Sn Luis Obspo-880
Martin A B 997 Monterey ..... Sn Luis Obspo-109
Miura Mitsuo Pismo Theatre Bldg .... Pismo Bch 159
Montgomery H Ray
Chorro & Pacific ..... Sn Luis Obspo 303
Peachey J B 1112 Vine ..... Pso Robls 121
Peachey Robert I 1112 Vine ..... Pso Robls 121
If no answer call ..... Pso Robls 520
Pereira Luiz 1114 Marsh ..... Sn Luis Obspo-72
Polin O M 1026 Chorro ..... Sn Luis Obspo-640-J
Spinney H L 1343 Chorro ..... Sn Luis Obspo 834

Department Stores
Doko's Variety Store Price & Pismo ... Pismo Bch-51
Harter's Hwy ..... Atascadero 28-W
Lyons' Red & White Store Cambria-34
McGOWAN'S STORE Highway No 1 .. Cambria 97-W
Mello's Variety Store 439 Cypress .... Pismo Bch 177
Montgomery Ward 817-12th ..... Pso Robls 906
MONTGOMERY WARD & CO
Appliance Repair Service
876 Higuera ..... Sn Luis Obspo 1988
Catalog Department
876 Higuera . Sn Luis Obspo-2312
Retail Department Store
876 Higuera . Sn Luis Obspo-2310
National Dollar Store 736 Higuera . Sn Luis Obspo-623
PASO ROBLES MERCANTILE CO
839-12th . Pso Robls-340

(Continued Next Page)

Plan your shopping with the Classified Telephone Directory.

Telephone **YOUR CATALOG ORDER**
SAVE TIME - MONEY
GASOLINE - TIRES
It's Easy — Just Phone
SEARS CATALOG SALES DEPT.
Shop at Sears & Save
Phone San Luis Obispo 760
SEARS ROEBUCK & CO.
879 Higuera Street

Department Stores–(Cont'd)
Penney J C Co 1244 Park ..... Pso Robls 260
RILEY'S 749 Higuera ..... Sn Luis Obspo 36
Rumley's Dept Store 5th ..... Morro Bay-3251
SEARS ROEBUCK & CO
879 Higuera . Sn Luis Obspo-760
(See Advertisement Opposite Page)
Woolworth F W Co 778 Higuera . Sn Luis Obspo-2458

Desks–Repairing
See Furniture Repairing & Refinishing

Detective Agencies
San Luis Merchant Police & Detective Agcy
1130 Walnut ..... Sn Luis Obspo 409

Diamond Buyers
Marshall's Jewelry Store
790 Higuera ..... Sn Luis Obspo 597

Diamonds–Jewelry–See Jewelers Headings

Divers
Waterman Walter R Grand Av .. Aroyo Grnde 150-F-22

Doctors
See Specific Kinds, i.e. Chiropodists; Chiropractors; Dentists; Osteopathic Phys. & Surgeons and Osteopathic Phys; Physicians & Surgeons, M.D.; Etc

Dog Hospitals–See Veterinary Hospitals

Dog Kennels
McCAPES VETERINARY HOSPITAL
Highway 1 ..... Sn Luis Obspo 166
Norgaard's Gay Briard Kennels
101 Highway ..... Pismo Bch 5-Y-14
Winkley Boarding Kennels
Orcutt Rd ..... Sn Luis Obspo 5-J-2

Dolls–Repairing
Monterey Doll House
Doll Repair Service By Mail
4787 Mission S F
(Toll) Call "Operator" for ..... Juniper 6-0916

Doors–Whsle & Mfrs
Pacific Rolling Door Co 6655 Hollis Oakland
(Toll) Call "Operator" for ..... Piedmont 5-7262

Draftsmen
COLLINS BOYD 1118 Garden .... Sn Luis Obspo 308

Draperies–Retail
ART MESQUIT COMPLETE HOME FURNISHINGS
Bridge & Branch ..... Aroyo Grnde 122

WESTS HOUSE OF CHARM
DRAPERIES
WE MAKE THEM
See Us For Suggestions
in
INTERIOR DECORATING
1226 Osos ..... Sn Luis Obspo 3080

Practically everything you'll ever want to buy is listed conveniently in the Classified Telephone Directory.

Draperies–Retail–(Cont'd)
WHITAKER'S FURNITURE
DRAPES - MADE TO ORDER
CARPETS & RUGS
LINOLEUM & ASPHALT TILE
UPHOLSTERING
MATTRESSES - VENETIAN BLINDS
1301 Broad ..... Sn Luis Obspo 1006

ZEGAR FURNITURE STORE
840 Monterey ..... Sn Luis Obspo 85

Dress Suits–See Clothing Headings

Dresses–Retail
ANITA FROCKS 758 Higuera .... Sn Luis Obspo-2794
Bay Smart Shop 435-5th ..... Morro Bay 2811
Dottie's Tot & Sport Togs Dolliver ... Pismo Bch 188-J
Fair Oaks Ladies Read to Wear
Grand Av ..... Aroyo Grnde 416-F-3
Fritzi Ann Highway Atascadero-2
Harding Dorotha M Dress Shop
W Branch ..... Aroyo Grnde-247
Harding Dorotha M Dress Shop
636 Price . Pismo Bch-324
Hart's Dress Shop 1321 Park ..... Pso Robls 1041
Kipper's 853 Higuera ..... Sn Luis Obspo-207
Lacterman's 728 Higuera ..... Sn Luis Obspo-1285
MOTZ STYLE SHOP
Margaret McNeil-Prop
856 Higuera ..... Sn Luis Obspo-1054
RU-MAE SHOPPE 1123 Chorro .. Sn Luis Obspo-1718
Smart Shoppe 1112 Chorro .... Sn Luis Obspo-1099-W
SMITH LEONORE M 126 Branch .... Aroyo Grnde-9
Vogue The 1233 Park ..... Pso Robls 70

Dressmakers
Keener H L Mrs 3004 Pine ..... Pso Robls-717-W
Linebarger Margaret
Wineman Hotel ..... Sn Luis Obspo 1099-J

Drinking Fountains
See Water Coolers & Fountains

Druggists–Retail
Arroyo Drug Co 130 Branch ..... Aroyo Grnde-46
B & H Drug Store 951 Higuera .... Sn Luis Obspo 530
Brown's Pharmacy State Hwy Atascadero-51
Cayucos Drug Co Highway ..... Cayucos 55
Daniels' Drug Store 1317 Park ..... Pso Robls-1500
Eagle Pharmacy 898 Higuera ..... Sn Luis Obspo-916

ECONOMY DRUG CO NO 1
PRESCRIPTIONS
LIQUORS - SUNDRIES - FILMS
VETERINARIAN SUPPLIES
SICK ROOM SUPPLIES
770 Higuera ..... Sn Luis Obspo 1928

ECONOMY DRUG CO NO 2
796 Higuera ..... Sn Luis Obspo 488
Elliott's Pharmacy
Highway ..... Atascadero 34
Fair Oaks Drug Store Grand Av . Aroyo Grnde 416-F-11
HI-WAY DRUG STORE
1217 Spring ..... Pso Robls 152
Emergency Call ..... Pso Robls 677
HOTEL DRUG STORE
Anderson Hotel Bldg ..... Sn Luis Obspo 35
HUDSON'S DRUG STORE 815-12th .... Pso Robls-51
Leiter's Pharmacy 5th ..... Morro Bay-2831
Leiter's Pharmacy 624 Price ..... Pismo Bch-180
Long's Pharmacy Pomeroy ..... Pismo Bch 18

(Continued Next Page)

Druggists–Retail–(Cont'd)

PARK PHARMACY
Prescription Druggists
801-12th ..... Pso Robls-33
PASO ROBLES PHARMACY
Prescription Pharmacists
719-12th ..... Pso Robls-1
Rexall Drug Store 839 Higuera ..... Sn Luis Obspo-32
ROGALLO'S REXALL DRUG STORE
Highway No 1 ..... Cambria 95-W
WEISHAR'S CITY PHARMACY
858 Higuera . Sn Luis Obspo-112
If no answer call ..... Sn Luis Obspo-1697-J

Druggists' Sundries

Collins Sundries & Fountain
341 Higuera ..... Sn Luis Obspo 990
Sue's Sundries 1634 Osos ..... Sn Luis Obspo 2565-J

Drums–Musical

See Musical Instruments Headings

Dry Cleaners–See Cleaners & Dyers

Dry Goods–Retail

COMMERCIAL CO THE 303 Branch . Aroyo Grnde 202
Morgan W H Jr Main ..... Cambria 86-W
Penney J C Co 1244 Park ..... Pso Robls-260
Penney J C Co 868 Higuera ..... Sn Luis Obspo-1367
Riley-Lannon Co 749 Higuera ..... Sn Luis Obspo-36
RILEY'S 749 Higuera ..... Sn Luis Obspo 36
RUMLEY'S DEPT STORE 5th ..... Morro Bay 3251
Sinsheimer Bros 849 Monterey ..... Sn Luis Obspo-143

Plan your shopping with the Classified Telephone Directory.

GENERAL ELECTRIC

CLINE'S ELECTRIC

Exclusive General Electric Dealer

ALSO FEATURING
PHILCO & UNIVERSAL
PRODUCTS

Gas Ranges & Water Heaters

ELECTRICAL REPAIRS

COLEMAN OIL APPLIANCES
NEON SIGNS & SERVICE

PHONE
San Luis Obispo 13

962 Monterey St.
San Luis Obispo

Duplicating Machine Supplies

MIMEOGRAPH AUTHORIZED SALES&SERVICE–
PACIFIC COAST PUBLISHING CO
A B Dick Exclusive Tri-County Distributor
1022 State Santa Barbara
(Toll) Call "Operator" for Snta Barbara-3159

SHADOW ARTS STUDIO
Wickenden Bldg ..... Sn Luis Obspo 431

Dyers–See Cleaners & Dyers

Ear Phones–See Hearing Aids

Eggs–Whsle

Bader Wm 12th & Riverside ..... Pso Robls-298
POULTRYMEN'S CO-OPERATIVE ASSN OF SOUTHERN CALIF TrafficWy . Atascadero-84
Poultrymen's Co-Operative Assn of Southern Calif
Traffic Wy ..... Atascadero 467

Electric Appliances–Household, Repairing

A & B ELECTRIC APPLIANCE CO
PISMO BEACH
All Types of Electrial Appliances Repaired
ELECTRIC MOTORS
Licensed Contractor
PICK-UP & DELIVER
FRANK ALLEN, Prop.
1200 Price ..... Pismo Bch 105-J

ARROYO ELECTRIC 134 Branch ... Aroyo Grnde 109
ART MESQUIT COMPLETE HOME FURNISHINGS
Bridge & Branch ..... Aroyo Grnde 122
Atascadero Electric Atascadero Av .... Atascadero 222
Bryan Ray Radio Electric Service
1226 Park ..... Pso Robls 654
BUD'S REFRIGERATION & WASHING MACHINE SERVICE 907-12th .. Pso Robls 383-W
CLINE'S ELECTRIC SHOP
962 Monterey ..... Sn Luis Obspo-13
Cook's Electric Shop Cambria-72-W
Home Appliance Store
Halcyon Rd & Grand Av .... Aroyo Grnde 136-F-13
MALLORY'S APPLIANCE SERVICE
1329 Beach ..... Sn Luis Obspo 675-J
Pacific Electric Service 1619 Osos . Sn Luis Obspo 1790
PISMO RADIO&ELECTRIC CO
575 Dolliver . Pismo Bch-165

Electric Appliances–Household, Retail

See also specific headings such as; Freezers–Food Storage Units; Kitchen Equipment; Ranges & Stoves–Dealers; Refrigerators–Domestic; Sewing Machines–Domestic; Vacuum Cleaners–Dealers; Washing Machines–Dealers

Bello Auto & Home Supply
886 Monterey ..... Sn Luis Obspo 12
BRESSLER'S ELECTRIC
Sn Miguel ..... Sn Miguel 34-W
CLINE'S ELECTRIC SHOP
962 Monterey ..... Sn Luis Obspo 13
(See Advertisement This Page)
Derby's Electric Shop 827-13th ..... Pso Robls 91
EKEGREN'S HOME FURNISHINGS
420-5th ..... Morro Bay 2792
FARMER'S HARDWARE & EQUIP CO
581 Higuera ..... Sn Luis Obspo-852
FIRESTONE STORES 710 Higuera . Sn Luis Obspo-130
GENERAL ELECTRIC APPLIANCES
832-12th ..... Pso Robls 1507
Hamilton J E 718 Higuera ..... Sn Luis Obspo-49
HEATON R C CO 803-13th ..... Pso Robls 29
(Continued Next Page)

Electric Appliances–Household, Retail–(Cont'd)

Hickenbottom J F & Sons
745 Higuera ..... Sn Luis Obspo 609
Shop 819 High ..... Sn Luis Obspo 3065-J

HOME APPLIANCE STORE
ART HILL-OWNER
EVERYTHING ELECTRICAL
Maytag Washers - Deep Freezers
And Gas Stoves - Hoover Vacuums
Ironrite Ironers
Halcyon Rd &
Grand Av ..... Aroyo Grnde 136-F-13

LONG E E PIANO CO 777 Marsh .. Sn Luis Obspo 506
McCLURE'S REPAIR SERVICE
2145 Broad ..... Sn Luis Obspo-2221

McMAHAN FURNITURE CO
Complete Line of
ELECTRICAL APPLIANCES
ALL LEADING BRANDS
RADIOS - REFRIGERATORS - WASHERS
IRONERS - VACUUMS - RANGES
BUDGET TERMS
855 Marsh ..... Sn Luis Obspo 1573

Behind your telephone today—and tomorrow—is the Spirit of Service. It has been demonstrated over the years by thousands of telephone men and women, in fair and stormy weather.

ROBERTS EARL S 445-5th ..... Morro Bay-2821
SAN LUIS ELECTRIC & HEATING SERVICE
715 Higuera ..... Sn Luis Obspo-603
If no answer call ..... Sn Luis Obspo-2614
UNION HARDWARE CO
725 Higuera ..... Sn Luis Obspo 43
WESTINGHOUSE PRODUCTS–
COOPERATIVE FARMERS SUPPLY CO INC
1311 Park ..... Pso Robls-344

Electric Contractors–Industrial & Household

A & B ELECTRIC APPLIANCE CO
1200 Price ..... Pismo Bch 105-J
Arroyo Electric 134 Branch ..... Aroyo Grnde 109
ATASCADERO ELECTRIC
Atascadero Av ..... Atascadero 222
BRESSLER'S ELECTRIC
Sn Miguel ..... Sn Miguel 34-W
(See Advertisement Following Page)
COAST COUNTIES PUMP & ELECTRIC CO
829-13th ..... Pso Robls 189
COOK F D PLUMBER & ELECTRICIAN
1032 Pine ..... Pso Robls-1032
If no answer call ..... Pso Robls 23-F-2
(See Advertisement Following Page)
Co-Op Inc 715 Higuera ..... Sn Luis Obspo 603
Cox H M ..... Aroyo Grnde 221-F-11
PASO ROBLES ELECTRIC CO
544-12th ..... Pso Robls 570
(See Advertisement This Page)
(Continued Next Page)

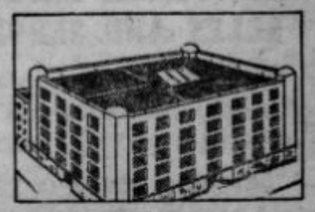
Hear many of the world's outstanding musical artists on the Telephone Hour—N.B.C., Monday nights.

ELECTRICAL CONTRACTORS

INDUSTRIAL - COMMERCIAL - RESIDENTIAL - WIRING

Dealers for Westco Pumps
Westinghouse Lamps - U. S. Lighting Plants
Thermador & Wesix Heaters
Modern Lighting Fixtures and Appliances

Paso Robles
570
544 - 12TH



F. J. MANDELLA
State Licensed Contractor

PASO ROBLES ELECTRIC CO.

Electrical
CONTRACTOR

REPAIRS
SERVICE
FIXTURES

Call
PASO
ROBLES
1032

Nights Call 23-F-2

F. D. COOK
PLUMBER - ELECTRICIAN
1032 PINE

ELECTRICAL
CONTRACTOR
WIRING - NEW AND ALTERATION
WORK - REPAIRING
ELECTRIC APPLIANCES
San Miguel 34-W
ESTABLISHED 1926
BRESSLER'S ELECTRIC
CLARENCE A. BRESSLER, Prop.
SAN MIGUEL,, CALIF.

ELECTRICAL REPAIRS
SALES AND SERVICE
REFRIGERATORS - RADIOS
WASHERS - VACUUMS - IRONERS
TOASTERS - MIXERS - MOTORS
SAN LUIS OBISPO 2221
McCLURE'S REPAIR SERVICE
2145 Broad St. San Luis Obispo

Electric Contractors–Industrial & Household–(Cont'd)

SAN LUIS ELECTRIC & HEATING SERVICE
715 Higuera.....Sn Luis Obspo-603
If no answer call.....Sn Luis Obspo-2614
Turney's Electric Shop 124 Branch...Aroyo Grnde 41
Valley Electric Co
Ofc & Electrical Dept
851 Higuera.....Sn Luis Obspo 264
Construction Dept
Mountain Vw & Hill.....Sn Luis Obspo 507
Varian Eric Halcyon.....Aroyo Grnde 242-F-11

Electric Equipment–Service & Repairing

INDEPENDENCE SALES CO
Fresno Av.....Atascadero 87-J
McCLURE'S REPAIR SERVICE
2145 Broad.....Sn Luis Obspo 2221
(See Advertisement This Page)
Moore's Home Appliances Highway.....Atascadero 30
If no answer call.....234-M
Morris J W Bridge.....Cambria-54
PACIFIC ELECTRIC SERVICE
1619 Osos.....Sn Luis Obspo 1790
If no answer call.....Sn Luis Obspo 2605-M

Electric Heaters

See Electric Appliances–Household Headings

Electric Light & Power Companies

Coats W R 139 Bridge.....Aroyo Grnde-291
Pacific Gas & Electric Co
116 Branch.....Aroyo Grnde 131-J
Pacific Gas & Electric Co State Hwy...Atascadero-45
Pacific Gas & Electric Co.....Cambria-44
Pacific Gas & Electric Co
Office 617-12th.....Pso Robls-78
Night Emergency Morro Rd.....Atascadero 135
Service Man 1425 Chestnut.....Pso Robls-175
Service Man 1920 Oak.....Pso Robls-279
Substation Riverside.....Pso Robls-769
Pacific Gas & Electric Co 671 Dolliver..Psmo Bch 224
Pacific Gas & Electric Co
Office 894 Monterey.....Sn Luis Obspo-58
Plant & Storeroom Pismo.....Sn Luis Obspo-87
Substation & Night Operator
Orcutt Rd. Sn Luis Obspo-1045

At times there may be a delay before you get the operator. That's because never have so many people made so many telephone calls as today. Our operators are doing all they can to provide the prompt and courteous service you have been accustomed to.

A Handy Man
FOR ANY JOB
and perhaps you want him quickly. It's easy to find the one nearest you by looking in the
Classified
TELEPHONE SECTION

Electric Motors–Repairing

ATASCADERO ELECTRIC
Atascadero Av.....Atascadero 222
BROWN'S WALT ELECTRIC SERVICE
687 Pacific.....Sn Luis Obspo-97-W
(See Advertisement This Page)
Bryan Ray Radio Electric Service
1226 Park.....Pso Robls 654
BUD'S REFRIGERATION & WASHING MACHINE SERVICE 907-12th...Pso Robls 383-W
PACIFIC ELECTRIC SERVICE
1619 Osos.....Sn Luis Obspo 1790
If no answer call.....Sn Luis Obspo 2605-M
(See Advertisement This Page)

Electric Ranges

See Ranges & Stoves Headings

Electric Signs–See Signs

Electric Supplies–Retail

A & B Electric Appliance Co
1200 Price.....Pismo Bch 105-J
BRESSLER'S ELECTRIC Sn Miguel
(Toll) Call "Operator" for.....San Miguel 34-W
BRISCO HARDWARE
857 Monterey.....Sn Luis Obspo 41
Turney's Electric Shop 124 Branch...Aroyo Grnde-41
Wilcox Lou 823-12th.....Pso Robls 1507

Electric Supplies–Whsle & Mfrs

SERVICE ELEC SUPPLY CO
303 W Sn Fernando Sn Jose
(Toll) Call "Operator" for.....Ballard 8220

Electric Water Heaters

See Water Heaters Headings

Electrical Service–Automobile

See Automobile Electrical Service

Electricians

See Electric Contractors Headings

Electro–Therapists

Greene Sanford M 856 Price.....Pismo Bch 190

Employment Agencies

Calif State Dept Of Employment
Service & Claims 720-14th.....Pso Robls 788
U S Govt
U S Employment Service Department of Labor 738 Pismo.....Sn Luis Obspo-2010

When you call somebody by telephone
PLEASE DON'T
"HANG UP"
TOO SOON
"Play Ball" with him by giving him time to answer.

ELECTRIC
MOTORS

• Repaired
• Rewound
• Rebuilt
• Light Plants Serviced

WALT BROWN'S
ELECTRIC SERVICE
687 Pacific San Luis Obispo 97-W

Expert Workmanship
Call
SAN LUIS OBISPO
1790
If No Answer
Call 2605-M

PACIFIC ELECTRIC SERVICE
1619 Osos San Luis Obispo

OUT of the
DISCARD

A few minor repairs on that discarded article will restore its life of usefulness and convenience. You'll find the man who can help you listed in the

Classified
TELEPHONE
SECTION

Calling
"DOC KILZUM"
his patients
ALL DIE
that's why he is
PARAMOUNT

Hotels Apartments & Homes Our Specialty

In Control of
• BATS • ROACHES • MOTHS • RATS • FLIES
• FLEAS • SILVERFISH • MICE • ANTS • TERMITES

MOTH AND FLAMEPROOFING

Telephone
San Luis Obispo 2837
855 Monterey

SERVICE BY BONDED OPERATORS

Oakland, San Francisco, Los Angeles, San Jose, Vallejo, Redwood City, Santa Rosa, Sacramento, Stockton, Modesto, San Luis Obispo, Fresno, Bakersfield, Santa Barbara, San Bernadino, Santa Ana, El Centro, Petaluma, Eureka, Salinas, Portland, Seattle.

PARAMOUNT
PEST CONTROL SERVICE

When Looking for a Dealer in your Neighborhood

Time and effort may be saved if the article or service you want to buy can be found in your neighborhood. You'll find the location of your neighborhood dealer when you

LOOK IN THE
Classified
TELEPHONE SECTION
The Yellow Pages Tell You Where

Engineers–Consulting

BONNER-POSSON REFRIGERATION SALES & SERVICE
REFRIGERATION
AIR CONDITIONING
HEATING & VENTILATING
750 Mill.....Sn Luis Obspo 356-W

Rusk Engineering Associates
138 Tunitas Av.....Atascadero 494

Engravers–Jewelry–See Jewelry Engravers

Escrow Companies

TITLE INSURANCE AND TRUST COMPANY
777 Higuera. Sn Luis Obspo-321

Excavating–See Contractors–Excavating

Exide Batteries

Look on "B" pages under "Batteries–Retail"

Explosives

UNION HARDWARE CO
725 Higuera.....Sn Luis Obspo 43

Express Forwarding

Arroyo Grande Truck Co
201 W Branch.....Aroyo Grnde 64
California Motor Express Limited.....Cayucos 65-W
CALIF MOTOR EXPRESS LIMITED
390 Pacific.....Sn Luis Obspo 800
Calif Motor Express Limited
5th & Riverside Av.....Pso Robls 657
PACIFIC FREIGHT LINES
393 Marsh.....Sn Luis Obspo 1370
Railway Express Agency Inc 1332 Spring.Pso Robls-68
Railway Express Agency
430 Pomeroy.....Pismo Bch 77-W
Railway Express Agency Inc
Railroad Av. Sn Luis Obspo-522

Exterminating

See also Termite Control
Paramount Pest Control Service
855 Monterey.....Sn Luis Obspo 2837
(See Advertisement This Page)
Paramount Pest Control Service
1530 Monterey.....Sn Luis Obspo 2443-J

Farm Implements

See Agricultural Implements

Farm Supervisors

San Luis Obispo County Farm Bureau
Robert S King-Sect
1135 Chorro.....Sn Luis Obspo 2790

Federal Government Offices

See Alphabetical Directory Under "U S Government"

The men and women in the Bell System are used to meeting emergencies and they are trained and equipped to carry on in times of special need. For years they have known the test of fire, flood and storm. Always before them is the tradition that "the message must go through".

Feed Concentrates & Supplements

SOUTHERN PACIFIC MILLING CO
Riverside Av. Pso Robls-9

Feed Dealers

ATASCADERO FEED & SUPPLY
Authorized Albers Dealer
Stock & Poultry Feeds
Hay & Grain
Farmers Supplies
Hwy.....Atascadero-193

BECKER H D 110 California Blvd..Sn Luis Obspo 587
Chamberlain D W 712 Oak.....Pso Robls 793-M
CLARK FRED W FEED CO
135 Traffic.....Aroyo Grnde 200-W
COAST COUNTIES WAREHOUSES
157 Higuera Sn Luis Obspo-2678
(See Advertisement This Page)
FARMER'S ALLIANCE BUSINESS ASSOCIATION
945 Riverside Av. Pso Robls-115
Grover City Feed Store
Grover City.....Aroyo Grnde 144-F-2
Loomis E C & Son 415 Branch.....Aroyo Grnde-32
Loomis E C & Son 147 High.....Sn Luis Obspo-1080

PASO ROBLES FARM SUPPLY CENTER
PURINA CHOWS
For Livestock & Poultry
POULTRY EQUIPMENT
GARDEN & PET SUPPLIES
1144 Railroad.....Pso Robls 230

Feed Dealers–(Cont'd)

POULTRYMEN'S CO-OPERATIVE ASSN OF SOUTHERN CALIF TrafficWy Atascadero-84
Re'f's Farm Supply S Highway....Atascadero 226-W
SAN LUIS FEED CO 305 Higuera Sn Luis Obspo-655
If no answer call.....Sn Luis Obspo-1080

SOUTHERN PACIFIC MILLING CO
STOCK & POULTRY FEEDS
GRAIN BUYERS
WAREHOUSEMEN
Office
Pine.....Pso Robls 433
RiversideAv.....Pso Robls-9

Templeton Feed & Grain Store
Highway.....Templtn 2331

Feed–Whsle & Mfrs

Ralston-Purina Co 531 Bonita....Pso Robls 1517-W

Fence Materials

UNION HARDWARE CO
725 Higuera.....Sn Luis Obspo 43

Fencing Equipment & Supplies

See Sporting Goods Headings

A Directory Advertising Representative will be glad to help you prepare a Classified Directory advertisement that should be most profitable. You can reach him by calling the business office of the telephone company.

Did You Say Purina?

FEED

Distributors

Top Quality Chows for
Dairy - Beef Cattle - Hogs - Horses
Chickens - Turkeys - Rabbits
Horses - Dogs

CUSTOM - MIXING - ROLLING - GRINDING
CLEANING AND STORING

Buy at the Store
with the Checkerboard Sign!

157 Higuera St.
San Luis Obispo
Phone 2678

COAST COUNTIES WAREHOUSES

Fertilizers–Retail

Becker H D 110 California Blvd....Sn Luis Obspo 587
CLARK FRED W FEED CO
135 Traffic.....Aroyo Grnde 200-W
Loomis E C & Son 415 Branch.....Aroyo Grnde-32
Loomis E C & Son 147 High....Sn Luis Obspo-1080
Thomason Paul J
Los Gatos & Snta Lucia Rds....Atascadero 499-W

Field Glasses–See Optical Goods

Filters

Blackwell & Company
Winslow-Free Flow
1134-13th .....Pso Robls 254
Clay Ernest L River Rd.....Atascadero 259-M

FIBERGLAS DUST-STOP AIR FILTERS—
DISTRIBUTOR
WESTERN FIBERGLAS SUPPLY LTD
1537 Taesta Fresno
(Toll) Call "Operator" for...Fresno 3-8936

Financing

See also Loans
Mercantile Acceptance Company
994Monterey.Sn Luis Obspo-994
Mercantile Acceptance Corp Of Calif
994Monterey.Sn Luis Obspo-994

Fire Escapes

Patterson & Elvin Iron Works 280-13th S F
(Toll) Call "Operator" for.....Market 1-3646

Fire Protection Equipment

Curtis L N & Sons 5810 College Av Oakland
(Toll) Call "Operator" for.....Humboldt 3-5111

Firearms–See Sporting Goods Headings

Fish Packers

Hanson Fisheries Lee .....Cambria 75-M

Fish Products

Highway Sea Food Market Price.... Pismo Bch 27-W

Fish–Retail

Abbey C L Olive.....Morro Bay 4071
Bible P S.....Cayucos-16
BOB'S FISH MARKET
Cypress & Stimson.....Pismo Bch 137

HIGHWAY SEA FOOD MARKET
RETAIL
Fresh Abalone - Shrimp
And Other Sea Foods in Season
Price .....Pismo Bch 27-W

Montgomery Fishery Piney Wy.....Morro Bay 2731
Morro Bay Oyster Co
Fresh Oysters Direct From Beds
Morro Bay Blvd.....Morro Bay-2491
San Luis Fish Co Avila.....Sn Luis Obspo-8-R-22
San Luis Fish Co 680 Higuera....Sn Luis Obspo 136

Your directory offers you a Personal Telephone List in the front of the book. By keeping a list of numbers frequently called, you can save time and effort.

Fish–Whsle

Cambria Sea Food Co.....Cambria 73

CARVER L F
WHOLESALE FISH
ABALONES - SHRIMP
OYSTERS & OTHER SEA FOODS
IN SEASON
75-8th .....Morro Bay-3571

Morro Bay Oyster Co Morro Bay Blvd.Morro Bay-2491
San Luis Fish Co 680 Higuera....Sn Luis Obspo-136
Sylvester Bros
Port San Luis Wharf.....Sn Luis Obspo 1-R-13

UNITED SEA FOODS INC
DEALERS IN
FANCY SLICED PREPARED
ABALONE
217 Main.....Morro Bay 2621
If no answer call.....Morro Bay 4893

Fishing Supplies

BETTENCOURT ALVIN J
FISHERMAN'S BREAKFAST
Drinks - Refreshments - Short Orders
DEEP SEA FISHING PARTIES
ARRANGED
Call Us For Complimentary Tide-Book
AL'S PLACE
Highway .....Cayucos 23-J

Fishing Tackle–Retail

See also Sporting Goods–Retail
Schrader L S Traffic Wy.....Atascadero 593-J

Fisk Batteries

Look on "B" pages under "Batteries–Retail"

Fisk Tires

Look on "T" pages under "Tires–Dealers"

Flameproofing

KYLE COMPANY
FLAMEPROOFING
FABRICS AND WOODWORK
OF ALL KINDS
1609 Osos.....Sn Luis Obspo 546

PARAMOUNT PEST CONTROL SERVICE
855 Monterey.....Sn Luis Obspo 2837

Floor Cleaning Service

SAN LUIS JANITOR SERVICE
650 Graves Av.....Sn Luis Obspo 3075-W

Floor Coverings–See Linoleum Headings

Floors–Materials & Laying

MATEJCEK A J
HARDWOOD FLOORS
MATERIALS & LAYING
SANDING - FINISHING &
REFINISHING OLD FLOORS
161 Ward.....Sn Luis Obspo 272-W

Floors–Refinishing

Rowe Service Equipment & Supply
136-12th .....Pso Robls 583

Floors–Tile–See Tile Headings

Florists–Retail

CALIFORNIA FLOWER SHOP
856 Monterey.....Sn Luis Obspo 3092
(See Advertisement This Page)
ELIZABETH ANN FLOWER SHOP
724-14th .....Pso Robls 122
(See Advertisement This Page)
GRANDE NURSERY Traffic Wy....Aroyo Grnde-34
HIGGINS MERVILYN FLOWER SHOP
1411 Pine.....Pso Robls 656
(See Advertisement This Page)
Hobbs E Miramon Av.....Atascadero-54
MISSION FLORIST
965 Monterey.....Sn Luis Obspo 432
(See Advertisement This Page)
Perrine S C
We Telegraph Flowers Anywhere
State Hwy.....Atascadero 63-W
POWERS FOR FLOWERS
1422 Monterey.....Sn Luis Obspo 2060
(See Advertisement This Page)
Wilson's Flower Shop 1110 Garden Sn Luis Obspo-622

FLOWERS Phone SAN LUIS OBISPO 2060
Funeral Designs - Weddings
Cut Flowers - Corsages
Hospital Bouquets - Potted Plants
We Telegraph Everywhere
Powers FOR Flowers
CALL US COLLECT
1422 Monterey San Luis Obispo

FLOWERS
COMPLETE FLORAL SERVICE
WE Telegraph & Deliver
DAVE ROWE, JR.
Elizabeth Ann Shop
724 - 14th Paso Robles 122

Flowers
AT THE
MISSION FLORIST
Conveniently located in the Anderson Hotel Bldg.
Open 9:00 AM to 6:00 PM daily
FINEST IN FLOWERS
CORSAGES A SPECIALTY
WEDDING & FUNERAL DESIGNS
WE TELEGRAPH FLOWERS
Bonded FTD Member
965 MONTEREY
San Luis Obispo 432

Flowers
FOR ALL OCCASIONS
Corsages - Floral Designs
Plants - Funeral Sprays

Telephone
PASO ROBLES 656
MERVILYN HIGGINS FLOWER SHOP
1411 Pine St

CALIFORNIA FLOWER SHOP
FLOWERS

WE DELIVER
Phone
SAN LUIS OBISPO
3092
Flowers for Every Occasion
We Give S&H Green Stamps
856 Monterey San Luis Obispo

Flower Bulbs–See Seeds & Bulbs–Retail

Flywheels–Repairing
See Automobile Repairing; also Welding

Food Products
Evenson Don E 717 Grand Av..Aroyo Grnde 141-F-13
H'ghway Sea Food Market Price....Pismo Bch 27-W
JENSEN SALES CO
1359 Monterey.....Sn Luis Obspo 2482
Rosenthal Mart 443 Higuera.....Sn Luis Obspo-644
SIMON LEVI CO LTD
Distrs Best Foods Products
668 Upham.....Sn Luis Obspo-1894

Food Products Brokers
Juillard-Cockcroft
230 Snta Barbara Av.....Sn Luis Obspo 93

Foods–Frozen–See Frozen Foods

Form Clamps
See Contractors' Equipment Headings

Foundries–Brass, Bronze, Aluminum, Magnesium, Etc
SOETH E G BRASS FOUNDRY 760-23d Oakland
(Toll) Call "Operator" for.....Andover 1-4811

Fraternal Organizations
See also Associations
Loyal Order of Moose No 1409 Main..Pismo Bch 301

Freezers–Food Storage Units
See also Refrigeration Equipment–Commercial; also Refrigerators–Domestic
BLACKWELL & CO
International Harvester Home Freezers
1134-13th.....Pso Robls 254
FRIGIDAIRE HOME FREEZERS—
LONG E E PIANO CO
777 Marsh.....Sn Luis Obspo 506
MAYTAG HOME FREEZERS—
HICKENBOTTOM J F & SONS
745 Higuera.....Sn Luis Obspo 609

Why not check into the sales-building possibilities of the Yellow Pages? Call our nearest Business Office for information on Classified Directory advertising.

PASO ROBLES COLD STORAGE
Individual Frozen Food Lockers
Phone
Paso Robles 1301
QUICK FREEZING FROZEN FOODS
2830 Spring Paso Robles

Freight Motor Carriers
See Motor Freight Companies Headings

Frigidaire Electric Ranges
Look on "R" pages under "Ranges & Stoves–Dealers"

Frozen Food Lockers–Renting
AMER REFRIGERATING CO
ZERO STORAGE
Commercial Quick Freezing
Individual Frozen Food Lockers
241 Pismo.....Sn Luis Obspo-428

Bryan Meat Co 1307 Park.....Pso Robls 456
CARVER'S FROZEN FOOD LOCKERS
75-8th.....Morro Bay 3571
MALLETT'S REFRIGERATION SERVICE
S Highway.....Atascadero 304-W
PASO ROBLES COLD STORAGE
2830 Spring.....Pso Robls 1301
(See Advertisement This Page)
Puritan Ice Co Traffic Wy.....Atascadero 59
Sanlo Whsle Meat & Cold Storage
340 Higuera.....Sn Luis Obspo 482

Frozen Foods
AMER REFRIGERATING CO
241 Pismo.....Sn Luis Obspo 428
Andersen's Ready-To-Serve Frozen Foods
166 Higuera.....Sn Luis Obspo 149-W
BIRDS EYE FROSTED FOODS—
GOLDEN STATE COMPANY LTD
570 Higuera Sn Luis Obspo-181
BRENDLIN-RICE FROZEN FOOD PROCESSORS
267 Pismo.....Sn Luis Obspo 1076
GRANDE ICE CREAM CO
Frozen Foods-Ice Cream
116 W Branch.....Aroyo Grnde 22
PASO ROBLES COLD STORAGE
2830 Spring.....Pso Robls 1301

Fruit & Vegetable Brokers
Conrow C L Corralitas Canyon..Aroyo Grnde 142-F-2
Foster W E Cypress & Peerless.....Pismo Bch 15-W
Hines Gordon 1630 Higuera....Sn Luis Obspo 2360-J
Kamitsuka Jos H 268 Peerless.....Pismo Bch 340-J
Turner Al 182 Allen.....Aroyo Grnde 149-W

Fruit & Vegetable Growers & Shippers
CORTEZ A Morro Atas Rd.....Morro Bay 2917
EARLE MYERS CO Oceano....Aroyo Grnde 410-F-2
Hidden Valley Packing Co
Los Berros Canyon.....Aroyo Grnds 139-F-12
Ikeda Kazuo.....Aroyo Grnde 227-F-4
Mehlschau Elmer J
Los Berros.....Aroyo Grnde 224-F-11
Nagano Bros Morro Crk.....Morro Bay 2061
NORTHSIDE GARDENS
1305 Highway No 1.....Morro Bay 3923
OCEANO CELERY DISTRIBUTORS
Oceano.....Aroyo Grnde 408-F-2
Oceano Packing Co Oceano.....Aroyo Grnde 412-F-2
Pismo-Oceano Vegetable Exchange
Oceano.....Aroyo Grnde 402-F-23
Porticos Pedro Halcyon.....Aroyo Grnde 135-F-2
Reyes S D Ranch No 2.....Aroyo Grnde-237-F-4
Thompson Orin C Fair Oaks....Aroyo Grnde 151-F-3

We want your telephone service to be as helpful as we can make it.

Fruits & Vegetables–Whsle
Brown Lionel
Corralitos Canyon.....Aroyo Grnde 142-F-12
de Ocampo L & Tabunut
Halcyon Rd.....Aroyo Grnde 145-F-4
Hayashi Haruo.....Aroyo Grnde 227-F-11
LEVY A & ZENTNER J CO
303 Higuera..Sn Luis Obspo-1381
NAGANO BROS
Morro Creek.....Morro Bay 2061
Panos Geo Tefft.....Nipomo 2251
Tajon H M Farrel Rd.....Aroyo Grnde 145-F-5

Fuels
See Specific Kinds, i.e., Oils–Fuel & Heating; Etc

Telephone service is one of the unifying forces of the nation.

Funeral Directors
GRAY'S FUNERAL CHAPEL & CREMATORIUM
S Highway.....Atascadero 98
(See Advertisement This Page)
JOYAUX H V 1135 Snta Rosa.....Sn Luis Obspo 88
KUEHL FUNERAL HOME 1703 Spring..Pso Robls-301
PALMER-WATERS CHAPEL
1264 Higuera.....Sn Luis Obspo 452
(See Advertisement This Page)
RICHARDSON R F CO
1135 Snta Rosa.....Sn Luis Obspo 88
(See Advertisement This Page)
WOOD EARL W 134 Nelson.....Aroyo Grnde 39

Sometimes people place telephone calls and do not give the called person sufficient time to answer. Allow a few more seconds before hanging up!

PALMER-WATERS CHAPEL
FUNERAL DIRECTORS
LADY ATTENDANT CHAPEL SERVICE
EVERY DETAIL OF FUNERAL ARRANGEMENTS INSTANTLY, EXPERTLY & CONSCIENTIOUSLY ASSUMED
CHARLES W. PALMER **FRED M. WATERS**
1264 HIGUERA
SAN LUIS OBISPO 452

L. V. RICHARDSON - H. V. JOYAUX

R. F. RICHARDSON CO.
FUNERAL DIRECTORS
Oldest Established Mortuary in Point of Continuous Service in This County"
PIPE ORGAN - LADY ATTENDANT
1135 Santa Rosa **San Luis Obispo 88**

Gray's Funeral Chapel
VICTOR V. DESROSIER
Prompt, Careful, Courteous, Complete Funeral Service
Atascadero Crematorium in Connection
Homelike Chapel - Visitors Welcome
Inspection Invited
Phone Atascadero 98
AMBULANCE SERVICE
DAY OR NIGHT
Phone Atascadero 98

Fungicides–See Insecticides

Fur Dealers–Retail

CAVE'S FUR SHOP
1026 Chorro.....Sn Luis Obspo 974-J
(See Advertisement This Page)

LACTERMAN'S
Large Selection Of
Fine Furs In All Prices
Buy Your Furs With Confidence From the Expert Furrier of San Luis Obispo County
Cold Storage On Premise
728Higuera .....Sn Luis Obspo-1285

Fur Farms

Bay Farms
Breeders Of Quality Chinchillas & Mink
20531 E 14th Hayward
(Toll) Call "Operator" for.....Lucerne 1-7420

Fur Remodeling & Repairing

Cave's Fur Shop 1026 Chorro....Sn Luis Obspo 974-J

Fur Storage

LACTERMAN'S 729 Higuera....Sn Luis Obspo 1285

Telephone men and women recognize the significance and the importance of their service to you. You can depend upon them always to do their best to get your message through.

Furs
OF DISTINCTION
REMODELING - RESTYLING - REPAIRING
GLAZING - MOTH PROOFING
CAVE'S FUR SHOP
1026 Chorro San Luis Obispo 974-J

Distributors of
GENERAL ELECTRIC & PAYNE FURNACES
SALES & SERVICE
PHONE
Paso Robles 153
COOPERATIVE FARMERS SHEET METAL SHOP
1315 PINE

Furnaces–Heating

COOPERATIVE FARMERS SHEET METAL SHOP
1315 Pine.....Pso Robls 153
(See Advertisement This Page)

FRASER GAS FURNACES
FLOOR FURNACES
WALL FURNACES
BASEMENT FURNACES
WINTER AIR CONDITIONING
FRASER GAS FURNACES
Equipped for Natural and Bottled Gas
"It's the Inside of the Furnace That Counts"
"WHERE TO BUY THEM"
DISTRIBUTOR
BASFORD H R CO 425-2d S F
(Toll) Call "Operator" for....Exbrook 2-7075
DEALERS
FRANSCIONI & DAVIS BUTANE SALES
884 N Broad.....Sn Luis Obspo 3195
SAN LUIS BUTANE DISTRS
Ensenada Av.....Atascadero 151
SMEE'S PLUMBING & HEATING SHOP
1302 Osos.....Sn Luis Obspo 766

HOLLY FURNACES
Manufacturers of the famous Holly Stubby Floor Furnaces. It Can't Be a "Stubby" If It Isn't a Holly.
For estimates, service or information, call the exclusive Holly dealers listed below:
HOLLY
"WHERE TO CALL"
Keene's Plumbing & Heating Service
618-12th .....Pso Robls 655-J
Smee's Plumbing & Heating Shop
1302 Osos.....Sn Luis Obspo 766
Valley Sheet Metal Shop
Halcyon & Grand.....Aroyo Grnde 240-F-11

MACK'S PLUMBING SHOP
745 Pine.....Pso Robls 1329-W

PAYNEHEAT SALES & SERVICE
PAYNE Quality Gas Furnaces reflect 35 years' specialized experience and leadership. Floor and Duplex Furnaces —Basement (Unit) Furnaces— Forced Air Units—Winter Air Conditioners—Console (Circulator) Heaters—All Vented, all suitable for PAYNE ZONE-CONDITIONING.
Payne GAS FURNACES
"WHERE TO BUY THEM"
COOPERATIVE FARMERS SHEET METAL SHOP 1315 Pine.....Pso Robls 153
FARMER'S HARDWARE & EQUIP CO
581 Higuera.....Sn Luis Obspo 852
Keene's Plumbing & Heating Serv
618-12th .....Pso Robls 655-J
McBRIDE SHEET METAL WORKS
1023 Nipomo.....Sn Luis Obspo 337
SMEE'S PLUMBING & HEATING SHOP
1302 Osos.....Sn Luis Obspo 766
Smee's Plumbing&Heating Shop
1302 Osos. Sn Luis Obspo-766
WILCOX LOU 823-12th.....Pso Robls 1507

Furnaces–Repairing & Cleaning

KEENE'S PLUMBING & HEATING SERV
Vacuum Cleaning Our Specialty
618-12th .....Pso Robls 655-J

Furniture Cleaning–See Upholstery Cleaners

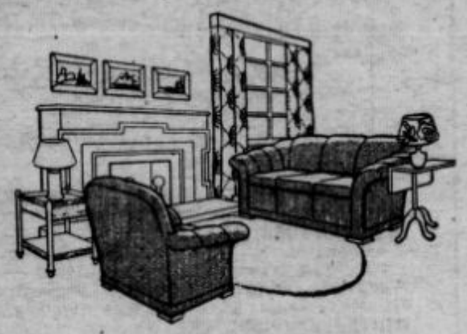
Furniture Dealers–New

ART MESQUIT COMPLETE HOME FURNISHINGS
Bridge & Branch.....Aroyo Grnde 122
(See Advertisement Page 48)
(Continued on Pages 47 & 48)

YOURS AND MY *Furniture Store*

"Where Overhead is Low"

WE SELL FOR LESS



H. L. & RADA McKEEN
Owners

Everything for the Home
FURNITURE
MATTRESSES
STOVES
FLOOR COVERINGS
SEALY - PACIFIC BEDDING & ALTHOUSE MATTRESSES
We Give S & H Green Stamps
Credit Terms Arranged
1127 BROAD ST.
See Us for Better Buys!
Phone
San Luis Obispo 942

SAN LUIS OBISPO'S

Authorized Dealer
for
RADIOS - REFRIGERATORS - WASHERS
IRONERS - VACUUMS - RANGES
By
GENERAL ELECTRIC - PHILCO
BENDIX - EASY - ZENITH
HOOVER - EUREKA - LEONARD

Other Well Known Brands
COMPLETE LINE OF SMALL APPLIANCES

Complete FURNISHINGS for **"YOUR DREAM HOME"**
IN OUR COLLECTION OF MODERN, COMFORTABLE FURNITURE
NEW & USED

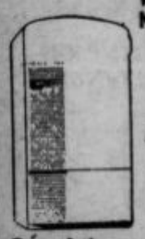
No "Red Tape" to Open an Account at
McMAHAN'S FURNITURE STORE
855 MARSH ST. *Phone* **San Luis Obispo 1573**

ART MESQUIT
Complete Home Furnishings
BRIDGE & BRANCH

Armstrong - Congoleum - Nairn
Pabco - Sloane - Blabon - Linoleum
RCA - Zenith - Philco Radios
Bendix Automatic Home Laundry
Norge - Philco Refrigerators - Freezers
Simmons - Rome - Englander Mattresses
Mohawk - Firth Rugs & Carpets
Complete Home Furnishings
ARROYO GRANDE 122

ATASCADERO HOME FURNISHINGS
JAMES & BETTY EWERS, *Owners*

Washing Machines - Radios - O'Keefe-Merritt Gas Ranges - Refrigerators
Rugs & Carpets - Kitchenware



Phone Atascadero 484-W

One of the newest and most complete furniture stores in the county.
Highway 101 Atascadero
COMPLETE LINE OF SPORTING GOODS

Furniture Dealers–New–(Cont'd)

ATASCADERO HOME FURNISHINGS
Highway ..... Atascadero 484-W
(See Advertisement This Page)

BILLIE'S TOY & BABY SHOP
Juvenile Furniture & Toys
766 Higuera..... Sn Luis Obspo 2628-W

Carlton Furniture Co 101 Hwy..... Atascadero-374

DAVIDSON'S FURNITURE & AWNING STORE
669 Higuera..... Sn Luis Obspo 421
(See Advertisement This Page)

EKEGREN'S HOME FURNISHINGS
420-5th ..... Morro Bay 2792

HEATON R C CO 803-13th..... Pso Robls-29
(See Advertisement This Page)

Holcraft Furniture 2706 Spring..... Pso Robls 735

LONG E E PIANO CO
777 Marsh..... Sn Luis Obspo 506

McMAHAN FURNITURE CO
Complete Home Furnishings
BUDGET TERMS
Large Used Furniture Dept.
855 Marsh..... Sn Luis Obspo 1573

McMAHAN FURNITURE CO
855 Marsh..... Sn Luis Obspo 1573
(See Advertisement Preceding Page)

Pismo Home Furnishing 671 Dolliver.. Pismo Bch 224

Trussler's Furniture Store 1303 Park.. Pso Robls-126

WHITAKER'S FURNITURE
1301 Broad..... Sn Luis Obspo 1006

YOURS & MY FURNITURE STORE
1127 Broad. Sn Luis Obspo-942
(See Advertisement Preceding Page)

ZEGAR FURNITURE STORE
840 Monterey..... Sn Luis Obspo-85

FURNITURE

HOME FURNISHINGS
APPLIANCES
HARDWARE
R. C. HEATON
COMPANY
803-13th Paso Robles 29

ESTABLISHED 1931
DAVIDSON'S
FURNITURE & AWNING STORE
- BIGELOW RUGS & CARPETS
- ARMSTRONG LINOLEUM
- LANE CEDAR CHESTS
- KARPEN FURNITURE
- SIMMONS BEAUTY REST MATTRESSES

Drapes - Curtains - Gifts
669 HIGUERA
San Luis Obispo 421

Furniture Dealers–Used

GAMBONI'S USED FURNITURE
We Buy-Sell & Exchange
Everything For The Home
866 Palm..... Sn Luis Obspo-2765-W

JOE'S SECOND HAND STORE
Joe Ries, Prop.
WE GO ANYWHERE FOR ANYTHING
BUY - SELL - TRADE
If You Don't Want It - We Do
673 Palm..... Sn Luis Obspo 1655-J

Jones Second Hand Store & Upholstery Shop
101 Hwy..... Templtn 2101

McMAHAN FURNITURE CO
855 Marsh..... Sn Luis Obspo 1573

Morro Bay Hardware Store 375-5th.. Morro Bay-2941

NEARLY NEW FURNITURE & STERILIZATION CO
THE STORE OF BARGAINS
Used Furniture
Bought & Sold
"We Buy Anything That Doesn't Eat"
1230 Osos..... Sn Luis Obspo-2092-W

PASO SECOND HAND STORE
13th & Riverside Av..... Pso Robls 617-W

PISMO TRADING CENTER
We Buy & Sell Used Furniture
306 Ocean View..... Pismo Bch-198

WALKER'S SECOND HAND STORE
IMMEDIATE CASH
FOR
USED FURNITURE
STOVES - DISHES - RUGS
WE BUY, SELL & EXCHANGE
1115 Broad..... Sn Luis Obspo-2219

YOURS & MY FURNITURE STORE
1127 Broad..... Sn Luis Obspo-942

Furniture Repairing & Refinishing

Art-Wood-Crafts 1131 Broad.. Sn Luis Obspo 2410-W

Industrial Finishing Co French Rd. Sn Luis Obspo 1407

Furniture Upholstering–See Upholsterers

Furs–See Fur Headings

Emergency!

An emergency arises—you need help quickly! Physician, hospital, ambulance, taxi or plumber! The quickest way of finding whom to call is to—

LOOK IN THE
Classified
TELEPHONE SECTION

Garages

See also Automobile Repairing

Atascadero Garage Highway..... Atascadero 16

Baxter W A & Sons 535 Price..... Pismo Bch-80

Bishop's Garage & Radiator Shop
148 Allen. Aroyo Grnde-74-W

Brazzi Garage ..... S Margrita 52-J

Brown Joe C 16th&Spring..... Pso Robls-706

Caccia Howard 740 D..... Morro Bay-4621

Cambria Pines Garage Highway No 1.. Cambria 98-J

Cayucos Garage Cayucos-8

Cole's Hi-Way Garage 918-13th..... Pso Robles 69

Cooke C Ed Garage
Grand & Halcyon..... Aroyo Grnde 136-F-12

Cook's Don Garage Tally Ho Rd.. Aroyo Grnde 241-W

DAHL BROS GARAGE
MOTOR RECONDITIONING
ONLY THE BEST
Expert Lubrication - Douglas Products
Auto Body & Fender Work
Open 8 AM to 8:30 PM
3405 Spring..... Pso Robls 1060

Dan & Ernie's 1234 Broad... Sn Luis Obspo 3156-W

DON'S GARAGE
MOTOR OVERHAULING & REBORING
Brakes - Ignition - Carburetors
Generators - Welding
MOTOR TUNE-UP
All Work Guaranteed
Day or Night Calls
786 Chorro..... Sn Luis Obspo 1373-J

(Continued Next Page)

STEVE'S GARAGE
STEVE ZEGAR, Prop.
Open 24 Hours
TELEPHONE SAN LUIS OBISPO **100**
Cars Washed, Polished, Steam Cleaned
Lubrication, Gasoline and Oil
Storage Night, Week or Month
One of the Most Modern Garages on 101 Highway
Batteries, Automobile Accessories, etc.
Yellow Cab Stand, 1044 Monterey St.

PISMO STREET GARAGE

ONE STOP SERVICE
Complete MOTOR REPAIRS
Phone PISMO BEACH 186-W
415 PISMO PISMO BEACH

Garages—(Cont'd)

Frederick Bros Garage Shandon....Pso Robls 26-F-15
Guy's Service Station 99 Traffic Way.Aroyo Grnde-105
Highway Garage 285 Price.....Pismo Bch-119
Hove Ed 101 Hwy.....Templtn 2191
KAMM C H & CO
1034 Monterey.....Sn Luis Obspo 332
Langan M B Buick Garage.....Cambria-2
Leverenz Walter F Highway.....Atascadero 14
MISSION GARAGE
Storage & Parking
1011 Chorro.....Sn Luis Obspo-388
Nipomo Garage 101 Hwy.....Nipomo 2491
O'Brien & Howard Garage
7th & Spring.....Pso Robls 148-J
Pauls' Automotive Service
99 Traffic Wy.....Aroyo Grnde 105
PAUL'S GARAGE
Nipomo & Monterey.....Sn Luis Obspo 2319-R
PIMENTEL & WEAVER GARAGE
Truck Repairs & Maintenance
101 Highway.....Sn Luis Obspo-1360
Pioneer Garage 1246 Spring.....Pso Robls-169-W
Pismo Street Garage 415 Pismo...Pismo Bch 186-W
(See Advertisement Preceding Page)
Pontiac Garage 1020Park.....Pso Robls-1000
Ray's Garage 101 Hwy.....S Margrita 50
Roberts Bros Garage 931 Price.....Pismo Bch 33
Roosevelt Garage.....Cayucos-9-M
Service Garage 917-12th.....Pso Robls-35-R
Shandon Garage Shandon.....Pso Robls 30-F-3
Sill's Car Clinic S Highway.....Atascadero 85
Standard Motor Sales
990 Higuera.....Sn Luis Obspo 3144
Standard Motors & Equipment
1700 Monterey.....Sn Luis Obspo 3146
Star Garage Highway.....S Margrita-3
STEVE'S GARAGE 1044Monterey.Sn Luis Obspo-100
(See Advertisement Preceding Page)
Stinchfield's Garage 1348 Railroad...Pso Robls-1535
Sweeter's Garage Oceano.....Aroyo Grnde-230-F-14
Thresh E H Inc 1101Monterey....Sn Luis Obspo-102
WILSON MOTORS 1234 Broad....Sn Luis Obspo 116

Garbage Collection

Paso Robles Waste Disposal
1719 Pine.Pso Robls-653-W
If no answer call.....Pso Robls-98
San Luis Garbage Co 1827 Broad.Sn Luis Obspo 1672
If no answer call.....Sn Luis Obspo 1680
Yates C E Ramona.....Aroyo Grnde 138-F-13

Garden Equipment & Supplies—Retail

UNION HARDWARE CO
725 Higuera.....Sn Luis Obspo 43

You can find out "Where To Buy It" by looking in the Yellow Pages.

Don't Throw It Away

Things around the house you consider useless—may need only minor repairs to make them serviceable. Call a service man near you.

LOOK IN THE
Classified
TELEPHONE SECTION

Garments

See Women's Wearing Apparel Headings

Gas Appliances—Household

Davies Ted 1017 Osos.....Sn Luis Obspo 436

Gas—Bottled

Franscioni Butane Sales & Serv
2801 Spring.Pso Robls-343

Gas Companies

Southern Counties Gas Co 823-13th....Pso Robls-500
From Atascadero Exchange only (No Inter-City Charge) Ask "Operator" for Entrprise 10219
Southern Counties Gas Co
Office 504 Dolliver.....Pismo Bch 32-M
Southern Counties Gas Co
Office 1141 Chorro.....Sn Luis Obspo-16
Plant Broad.....Sn Luis Obspo-490
From Morro Bay Exchange only (No Inter-City Charge) Ask "Operator" for Entrprise-10206

Gas Regulators—See Regulators

Gasoline & Oil Marketers & Distrs

ASSOCIATED OIL CO
Osos & Marsh.....Sn Luis Obspo 727-W
General Petroleum Corp 5th&Pine.....Pso Robls-252
Richfield Oil Corp 6th&Pine.....Pso Robls-418
RICHFIELD OIL CORP
Orcutt Rd.....Sn Luis Obspo 414-W
ROUNTREE OIL DISTRIBUTING CO
100 Traffic Wy.....Aroyo Grnde-54-J
Russell Allan G Main & Lee.....Cambria 25-W
Seaside Oil Co
P H Crum-Distributor
Pismo Hwy.....Sn Luis Obspo-1396
SEASIDE OIL CO.....Templtn 2161
Sebastian Oil Distributing
220 Mason.....Aroyo Grnde 94-W
SIGNAL OIL CO 1446 Spring.....Pso Robls 176-W
Signal Oil Co 751 Marsh.....Sn Luis Obspo 802
If no answer call.....Sn Luis Obspo-1636-W
Texas Co The 610 Pine.....Pso Robls 475-W
Texas Co The Distributor
Stenner.....Sn Luis Obspo 1140-W
Tide Water Associated Co
Osos & Marsh.....Sn Luis Obspo 727-W
TIDE WATER ASSOCIATED OIL CO
26th.Pso Robls-911-W
Wilshire Oil Co 101Hwy.....Sn Luis-565

Gasoline Service Stations

See Service Stations

There are 6,156 telephone companies serving the United States.

Always
KEEP RECEIVER ON THE HOOK

When you are through talking on the telephone, always see that you place the receiver back on the hook. Otherwise you may miss an important call.

THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY

Gift Shops

ARMSTRONG'S BOOKS & GIFTS
Entrada Av.....Atascadero 490-W

DIXIE STUDIO
B. E. & JEAN M. FELTS
Gifts and Photography
Gifts of Distinction
Greeting Cards For All Occasions
131 Branch.....Aroyo Grnde 28-W

GIFT NOOK
GIFTS
FOR EVERY OCCASION
Variety Distinction
Greeting Cards
1120 Chorro.....Sn Luis Obspo 2826

GRAGG'S 1023 Osos.....Sn Luis Obspo 1661

RASMUSSEN HOUSE OF GIFTS
GREETING CARDS
CHINESE IMPORTS
CRYSTAL FROM CZECHOSLOVAKIA
CERAMICS
855 Main.....Morro Bay 3356

The Palms 676 Monterey....Sn Luis Obspo 1655-W
(See Advertisement This Page)

Ginger Ale—See Beverages—Non Alcoholic

Glace Fruits

See Confectioners Headings; also Fruits & Vegetables Headings

In these busy days when saving time is so important, more and more telephone users are following the thoughtful way of answering the telephone: "Harry Smith speaking." Such an introduction establishes identity, saves time and makes a good impression.

To Find Someone
IN YOUR NEIGHBORHOOD
WHO SELLS IT

Looking for someone close by who sells or has a service you want will be easy when you

LOOK IN THE
Classified
TELEPHONE SECTION

THE PALMS
DISTINCTIVE GIFTS
Phone
San Luis Obispo 1655-W
MUSICAL, WEDDING AND BIRTHDAY PIECE RENTALS
Exclusive Gifts
676 Monterey San Luis Obispo

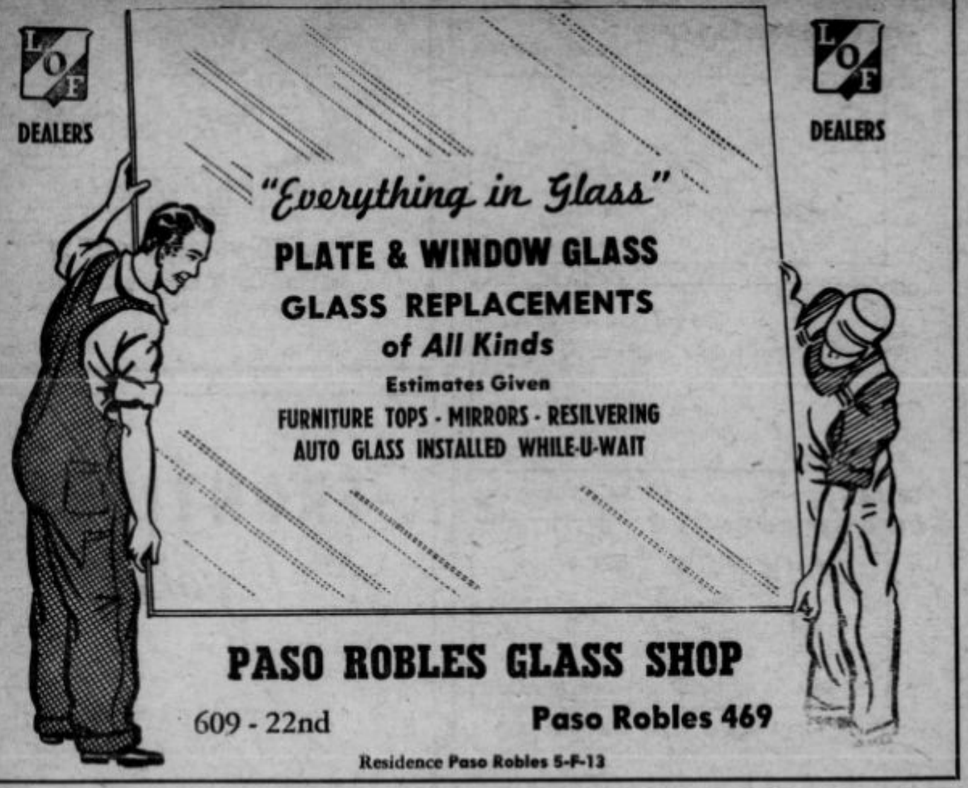
FRONTIERS
beyond

There are always new frontiers to telephone service, problems to be solved, improvements to be made, and there will always be Telephone Pioneers pushing on to new achievements.

THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY

Additional Listings

...for the growing-up son or daughter, for the relative or friend who lives under your roof...what nicer thought than a separate listing in the Telephone Book?



Glass–Auto, Plate, Window, Etc

Bouton Cabinet&Glass Shop DelRioAv. Atascadero-255
Fowler Glass Shop 11th & Park. . . . . Pso Robls 160-J
HAMMOCK CHAS & SON PAINT SHOP
N Highway. . . . . Atascadero 176

PASO ROBLES GLASS SHOP
AUTO PLATE WINDOW
Glass Installation of
All Kinds
609-22d . . . . . Pso Robls 469

Paso Robles Glass Shop 609-22d. . . . . Pso Robls 469
(See Advertisement Opposite Page)
PEARSON GLASS SHOP
673 Higuera. . . . . Sn Luis Obspo 1372
(See Advertisement Opposite Page)
WESTERN CABINET WORKS
1000 Park. . . . . Pso Robls 289
WESTSIDE AUTO PARTS CO
Glass Cut And Installed
1229 Monterey. . . . . Sn Luis Obispo 908

Glass–Block, Structural, Etc

PASO ROBLES GLASS SHOP 609-22d. Pso Robls 469

Glassware–Retail

UNION HARDWARE CO
725 Higuera. . . . . Sn Luis Obspo 43

Golf Courses–Public

S L O County Morro Bay Golf Club . . . Morro Bay 3181

Government Offices–City

See Alphabetical Directory Under "Name of City".

Government Offices–County

See Alphabetical Directory Under "San Luis Obispo County of"

Government Offices–Federal

See Alphabetical Directory Under "U S Government"

Government Offices–State

See Alphabetical Directory Under "Calif State of"

Grain Brokers

Loomis E C & Son 415 Branch. . . . . Aroyo Grnde-32
Loomis E C & Son 147 High. . . . . Sn Luis Obspo-1080

Grain Dealers

Cousins Jas I 822-13th. . . . . Pso Robls 119-W
Loomis E C & Son 415 Branch. . . . . Aroyo Grnde-32
Loomis E C & Son 147 High. . . . . Sn Luis Obspo-1080
Pelton R D 1225 Riverside Av. . . . . Pso Robls-214
Sutton H C 1227 Pine. . . . . Pso Robls-379

Gravel–See Sand & Gravel

A Directory Advertising Representative will be glad to help you prepare a Classified Directory advertisement that should be most profitable. You can reach him by calling the business office of the telephone company.

Greases

SAN LUIS TALLOW WORKS
WE SOLICIT
RESTAURANT SURPLUS GREASE
FATS - OILS - BONES
SEE OUR ADVERTISEMENT UNDER TALLOW
Call Us Collect
Clark Field. . . . . Sn Luis Obspo-2646-W

Greeting Cards–Retail

Gift Nook 1120Chorro. . . . . Sn Luis Obspo-2826
HILL'S STATIONERY
1127 Chorro. . . . . Sn Luis Obspo 1403

Grocers–Retail

Angello Carl Oceano. . . . . Aroyo Grnde-231-F-4
Avila Grocery
Harold Martin-Proprietor
Avila . . . . . Sn Luis Obspo-8-J-1
Residence . . . . . Sn Luis Obspo 16-R-3
Baker & Roberts
Store No 1 839 Marsh . . . . . Sn Luis Obspo-21
Store No 2 Pacific & Higuera. Sn Luis Obspo-2466
Superette 496 N Broad. . . . . Sn Luis Obspo 3093
Bakers Store Grand Av. . . . . Aroyo Grnde 223-F-14

BATAAN GROCERY
MAX LAGAO - Owner
Complete Line of Groceries
FRESH MEATS
Fruits and Vegetables
BEER & WINE
138 Higuera. . . . . Sn Luis Obspo 1795-J

Bennett R M 122 Branch . . . . . Aroyo Grnde-8-J
BROAD STREET GROCERY
Beer & Wines
1901 Broad. . . . . Sn Luis Obspo 2938
C H B Market 661 Higuera. . . . . Sn Luis Obspo-999
Calif Park Grocery
390 California Blvd. . . . . Sn Luis Obspo 2738-W
CARD & HODGE SIGNAL SERVICE
Highway No 1. . . . . Cambria 95-J
COMMERCIAL CO THE 303 Branch. Aroyo Grnde 202
COOPER'S GROCERY 1638 Osos. . Sn Luis Obspo 463
Corner Grocery Edna Rd. . . . . Sn Luis Obspo 3192-W
Del Monte Grocery
301 Snta Barbara Av. . . . . Sn Luis Obspo 1000
DONOHO BROS MARKET
2927 Spring. . . . . Pso Robls 1024
DONOHUE SONS GROCERY
2598 Spring. . . . . Pso Robls 190-W
Drew Chas C 401 High. . . . . Sn Luis Obspo 1602

ELLIS FREMONT GROCERY
Fresh Fruits & Vegetables
Complete Line of Groceries
FRESH MEATS
1214 Peach. . . . . Sn Luis Obspo 2248-W

Erich's Market 2611 Spring. . . . . Pso Robls 1085-R
FAIR OAKS GROCERY
Grand & Halcyon. . . . . Aroyo Grnde 236-F-12
FARMER-CONSUMER MARKET
H B Lee Owner
2161 Broad. . . . . Sn Luis Obspo 2548-W
Ford's Market 801 Dolliver. . . . . Pismo Bch 61
Fox's Grocery Store Highway No 1. . . . Cambria 88-W
Frank's Grocery 845 Main. . . . . Morro Bay 2771
Freeman's Grocery 2050 Monterey. Sn Luis Obspo 1625

(Continued Next Page)

Grocers–Retail–(Cont'd)

G I MARKET
Pete S. Guion, Mgr.
COMPLETE LINE OF GROCERIES
FRUITS AND VEGETABLES
MEATS - BEER & WINE
Service With a Smile
360 Dolliver.....Pismo Bch 308

Ghezzi's Store.....Cayucos 42
Glen Oaks Grocery S Hwy.....Atascadero-377
Gorham's Grocery No 2 101 Hwy.....Nipomo 2351
Halcyon Store Halcyon.....Aroyo Grnde-236-F-11
Hearn's Market 201Branch.....Aroyo Grnde-252
Hibbard & Co 721-12th.....Pso Robls 128
Hibbard & Co 721-12th.....Pso Robls 256
Hilltop Market 101 Hwy.....Aroyo Grnde 286-F-12
Joaquin's Grocery 420 High.....Sn Luis Obspo 526
Jones Thad E 1331 Price.....Pismo Bch 335-R
LEIDIG'S MARKET
447 Higuera.....Sn Luis Obspo 491-W
Litchfield's Market 695 Higuera..Sn Luis Obspo-2193
Log Cabin Market 400 Traffic Wy....Aroyo Grnde-55
LOY'S MARKET 3d & Main.....Templtn 2311
Lucas F D Store 101 Hwy.....Nipomo 2312
LYON'S RED & WHITE STORE.....Cambria 34
Mallory Henry T 1415 Beach.....Sn Luis Obspo-1273
Margarita Mercantile Co.....S Margrita-30
Maston's Grocery 5th&Main.....Morro Bay-2921
McKay P G Paso Robles Bch.....Cayucos 66-J
Monterey Market 1601 Monterey.Sn Luis Obspo 924-J
Montgomery's Department Store
Oceano.Aroyo Grnde-230-F-2
MOR-MAC'S FOOD CENTER 5th & E.Morro Bay 4511
Morro Bay Grocery 5th.....Morro Bay 2531
Muizo David 870Monterey.....Sn Luis Obspo-54
New Park Grocery 1401 Osos....Sn Luis Obspo-1431
NORTHSIDE GARDENS
1305 Highway No 1.....Morro Bay 3923
North Side Grocery 84 Snta Rosa..Sn Luis Obspo-465
Orcutt Market 835-12th.....Pso Robls-180
Paul's Grocery 110Branch.....Aroyo Grnde-255
Pennington's Grocery Highway.....S Margrita-22
Petersen's General Merchandise.....Templtn 2261
PIONEER DRIVE-IN MARKET
Morro&Marsh.Sn Luis Obspo-1825
Radke's Atascadero Mkt Traffic Wy....Atascadero-89
Robbins Corner 2028 Spring.....Pso Robls-409
Santa Rosa Street Market
Mill&Snta Rosa.Sn Luis Obspo-326
Sauer A Co 848 Monterey.....Sn Luis Obspo-27
Sears Market 700 Marsh.....Sn Luis Obspo 2180
Serv-Ur-Self Market N Highway.....Atascadero 597
Sheffield's Grocery S Highway.....Atascadero 299
Shell Beach Grocery Shell Bch.....Pismo Bch-328
Sinsheimer Bros 849 Monterey.....Sn Luis Obspo-18
Sinsheimer Bros 849 Monterey....Sn Luis Obspo-144
Smith Arthur R 2630 Broad.....Sn Luis Obspo-1532
Smith T E Service Station.....Nipomo 2341
Smith's Drive-In Market 2105 Spring..Pso Robls 313
Southside Grocery 100 Higuera.Sn Luis Obspo 1795-R
Starbuck's Market
707 Snta Barbara Av.....Sn Luis Obspo 1954
THREE CORNER GROCERY
1609 Johnson.....Sn Luis Obspo 610-J
Tomasini Anita.....Cycos 23-W
Trail-Er-In Park & Grocery
Del Rio & 101 Hwy.....Atascadero 488-J
Tweedy Clifford Pismo Hwy.....Pismo Bch 5-Y-11
U-Save Grocery
Grand Av Grover City.....Aroyo Grnde 150-F-11
VERHINE'S POCKET BOOK GROCERY
Grover City.....Aroyo Grnde 144-F-11
Wilson's Cash Store 2039Broad..Sn Luis Obspo-2713
ZORNES GROCERY
And Service Station
One Block South Of Post Office
S 101 Hwy.....Nipomo 2321

Grocers–Whsle

Adler Wholesale Co 1301 Carmel..Sn Luis Obspo-260
JUILLARD-COCKCROFT CORPORATION
228 Snta Barbara Av.....Sn Luis Obspo 93
RAND & HALPIN & HIBLER INC
A H Lindquist-Resident Manager
2056 Hope.....Sn Luis Obspo-1265
ROSENTHAL MART 443 Higuera.Sn Luis Obspo 644
SIMON LEVI CO LTD
Distrs Best Foods Products
668 Upham.....Sn Luis Obspo-1894

Grocery Products Brokers

See Food Products Brokers

Guides–Shippers'–See Publishers

Gunsmiths

LUNDGREN ERIC 1326 Park.....Pso Robls-470
SPORTSMAN'S STORE
660 Higuera.....Sn Luis Obspo 2520

Haberdashery

See Men's Furnishings Headings

Hairdressers–See Beauty Shops

Handicraft Supplies

National Craft Suppliers
1486 MacArthur Blvd Oakland
(Toll) Call "Operator" for.....Kellog 3-4753
T N T Hobby Shop 751 Marsh.Sn Luis Obspo 2380-W

Telephone service is one of the unifying forces of the nation.

OUT of the DISCARD

A few minor repairs on that discarded article will restore its life of usefulness and convenience. You'll find the man who can help you listed in the

Classified **TELEPHONE SECTION**

Hardware–Retail

Atascadero Hardware Traffic Wy.....Atascadero-133
Beach Store 447 Cypress.....Pismo Bch-39
BRISCO HARDWARE 857 Monterey.Sn Luis Obspo-41
(See Advertisement This Page)
COOPERATIVE FARMERS SUPPLY CO INC
1311 Park.....Pso Robls-344
Erhart A R 447 Cypress.....Pismo Bch-39
FARMER'S HARDWARE & EQUIP CO
BUILDERS HARDWARE
PAINTS & OILS
CHINA & GLASSWARE
CUTLERY - HARNESS
581 Higuera.....Sn Luis Obispo 852
Forden's Hardware 1033 Chorro...Sn Luis Obspo-273
Grisanti Hardware Hwy.....Atascadero 580
HEATON R C CO 803-13th.....Pso Robls-29
Hewitt H.....Templtn 2361
Howard & Bates 109 Branch.....Aroyo Grnde-84
Morro Bay Hardware Store 375-5th..Morro Bay-2941
PACIFIC COAST LUMBER CO OF CALIF
A Complete Line of
BUILDERS' HARDWARE
PIPE - CONCRETE - OILS
ALUMINUM GARAGE DOORS
CEMENT - STUCCO - PLASTERS
ROOFING MATERIALS
271 Higuera.....Sn Luis Obspo 1420
410 Branch.....Aroyo Grnde 33
PASO ROBLES MERCANTILE CO
839-12th.Pso Robls-340
SHAMEL'S HARDWARE & PLUMBING SHOP.....Cambria 36
UNION HARDWARE CO
725 Higuera.....Sn Luis Obspo 43
(See Advertisement This Page)

Hardwood Floors

See Floors–Materials & Laying

Hardwoods–See Lumber Headings

Harness

FARMER'S HARDWARE & EQUIP CO
581 Higuera.....Sn Luis Obspo 852
ROUND UP 724-13th.....Pso Robls 1180

Harvesters–See Agricultural Implements

Hatcheries–Poultry

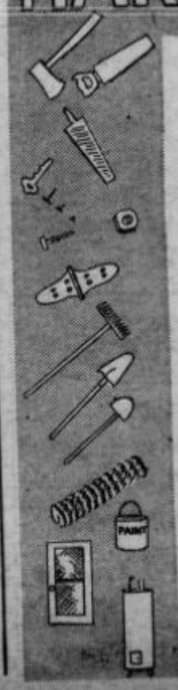
BLACK'S HATCHERY Riverside...Pso Robls 186-W
GROVER CITY HATCHERY
Grand Av.....Aroyo Grnde-261-F-12
HAGEMEISTER CHAS A
Baby Chicks Started & Day Old
Riverside Av.....Pso Robls 186-J
Kimber Poultry Breeding Farms
One Day Old Baby Chicks
Snta Cruz Rd.....Atascadero-42-W
McKeen's Hatchery
Baby Chicks Day Old & Started
Poultry Equipment
Laurel Ln.....Sn Luis Obspo 1452-M

Hats–Renovators

California Cleaners
Hats & Leather Jackets
260 Hinds.....Pismo Bch 84
Wardrobe The 1137 Garden.....Sn Luis Obspo-892

HARDWARE
MECHANICS - CARPENTERS
TOOLS
BUILDERS' SUPPLIES
OLD COLONY PAINTS
PORTER CABLE - POWER KING
BOYCE - CRANE
POWER TOOLS
Electrical & Plumbing Supplies
Sporting Goods - Dog Supplies
Housewares
Popular Brands of Glassware, Aluminum, Stainless Steel & Every Household Necessity
GIFTWARES
CHINA - POTTERY
CLEANING SUPPLIES
GARDEN SUPPLIES - INSECTICIDES
"Always Try Brisco's First The Complete Home Owners Store"
BRISCO HARDWARE
857 MONTEREY
SAN LUIS OBISPO 41

HARDWARE



Housewares
China - Crockery
Glassware
Electric Appliances
Cutlery
Tools
Garden Supplies
Sporting Goods
Builders' Supplies
FULLER
Paints - Varnishes - Enamels
UNION HARDWARE CO.
Phone
SAN LUIS OBISPO 43
725 HIGUERA

Hawaiian Goods–See Gift Shops

Health Food Products–Retail

MacKay's Modern Foods
1135 Garden.....Sn Luis Obspo-1444

Hearing Aids

Banta M A Sonotone Consltnt
220 Lincoln Av.....Sn Luis Obspo 2642-J

DURATRON CORPORATION
REPAIRS TO ALL MAKES IMMEDIATELY
On The Spot - No Delay - No Waiting
GET A FREE COST ESTIMATE FIRST
ON ALL YOUR REPAIRS
BATTERIES FOR MOST HEARING AIDS
At Lower Prices
724 S Spring Los Angeles
(Toll) Call "Operator" for.....Tucker 2406

MICRONIC HEARING AIDS—
SAN LUIS OPTICAL DISPENSARY
846 Higuera.....Sn Luis Obspo 1308

SAN LUIS OPTICAL DISPENSARY
Hearing Aid Batteries For All Makes
846 Higuera.....Sn Luis Obspo 1308

SONOTONE OF SANTA BARBARA
M. A. BANTA, Resident Consultant
220 Lincoln, San Luis Obispo, Phone 2642-J
"THE HOUSE OF HEARING"
S. L. SHORE, Santa Barbara, Mgr.
19 E Canon Perdido
(Toll) Call "Operator" for.Santa Barbara 7819

Heaters

See also Furnaces–Heating

DEARBORN HEATERS—
SAN LUIS BUTANE DISTRS
Ensenada Av.....Atascadero 151

General Electric Appliances 823-12th. Pso Robls 1507

Heaters–Water

See Water Heaters Headings

Heating Apparatus

See Specific Kinds, i.e., Furnace Headings; Water Heaters; Etc

Hear many of the world's outstanding musical artists on the Telephone Hour—N.B.C., Monday nights.

CARLTON
HOTEL
COFFEE SHOP COCKTAIL LOUNGE
COCKTAILS IN THE
Fiesta Room
"Queen of the King's Highway"
ATASCADERO
Phone 177
R. W. WITMER, *Opr.*
ON HWY. 101 ATASCADERO

Heating Contractors

See Contractors–Heating & Ventilating

Heating Regulators–See Regulators

Herbs

Wu H M 972 Snta Rosa.....Sn Luis Obspo 1750-W

Hides

SAN LUIS TALLOW WORKS
Clark Field.....Sn Luis Obspo 2646-W

Hogs–See Livestock

Home Food Freezers

See Freezers–Food Storage Units

Home Plans

Holdredge Wm Decker
1641 Mill.....Sn Luis Obspo 2467-J

Homes

GRIGSBY REST HOME Guadalupe Rd..Nipomo 2272

Hospitals

ATASCADERO GENERAL HOSPITAL
Magnolia Av Atascadero-170
FRENCH HOSPITAL 1170 Marsh...Sn Luis Obspo 73
If no answer call.....Sn Luis Obspo 478
General Hospital Johnson Av.....Sn Luis Obspo 1500
MOUNTAIN VIEW HOSPITAL
1530 Marsh Sn Luis Obspo-1400
SCOTT'S FAIR OAKS CONVALESCENT HOME
Chronic Cases-Home For Aged-Modern Quiet
Fair Oaks.....Aroyo Grnde-228-F-22

Hotels

ANDERSON HOTEL Monterey....Sn Luis Obspo-902
ANDREWS HOTEL
W Cadow-Manager
901 Oso.....Sn Luis Obspo-317
ANTLERS HOTEL 1238 Spring.....Pso Robls 262
Atascadero Hotel S Highway.....Atascadero-197
Beechwood Aut-O-Tel 74 Higuera.Sn Luis Obspo-911
Blackstone Hotel 844 Monterey...Sn Luis Obspo-840
Cambria Pines Lodge.....Cambria 50
Camozzi Hotel.....Cambria 86-J
CARLTON HOTEL Hwy.....Atascadero-177
(See Advertisement This Page)
COZY CORNER MOTEL
554 Traffic Wy.....Aroyo Grnde 259
Dollar Hotel The 1317 Spring.....Pso Robls-290

EL REY HOTEL COURT
Mrs. Sallie W. Baker, Propr.
APARTMENTS & ROOMS
PERMANENT AND TRANSIENT
NEW AND MODERN
Morro .....Morro Bay 2381

Golden State Hotel 1109 Morro...Sn Luis Obspo-175
GRANADA HOTEL 1128 Morro...Sn Luis Obspo 232
HI-WAY HOTEL 916-13th.....Pso Robls 521
HOTEL BUTLER 440 Pomeroy Av....Pismo Bch-41
HOTEL NORTON 1227 Spring.....Pso Robls-149
Hotel Obispo 1025 Court.....Sn Luis Obspo-189
HOTEL OLSEN 701 Price.....Pismo Bch 20
Hotel Park 1815 Osos.....Sn Luis Obspo-792
HOTEL SAN LUIS
Rita Soto-Proprietress
697 Higuera.....Sn Luis Obspo-1917

(Continued Next Page)

Hotels–(Cont'd)

HOTEL TAYLOR
100 ATTRACTIVE ROOMS
In the Heart of Paso Robles
Safety - Comfort - Convenience
Steam Heat - Air Conditioned
Delicious Food - Cocktail Lounge
Reasonable Rates
1308 Spring.....Pso Robls 158

HOTEL WINEMAN Higuera.....Sn Luis Obspo 1800
I X L Hotel
C A Tingley Owner
740-14th .....Pso Robls-269
Marshall Hotel 874 Higuera.....Sn Luis Obspo-400
Midway Hotel 997 Higuera.....Sn Luis Obspo 1991
Mission Hotel 865 Monterey...Sn Luis Obspo-593-W
Morro Hotel 1011 Morro.....Sn Luis Obspo-2037-W
MOTEL INN Monterey.....Sn Luis Obspo-1340
Motel Marianna 730 Spring.....Pso Robls-417
Oceano Hotel Oceano.....Aroyo Grnde-230-F-21
PAC HOTEL
Mrs Lela Alston Propr
158 Higuera.....Sn Luis Obspo 2557
PASO ROBLES INN 1103 Spring....Pso Robls-1100
PINES HOTEL THE
C L Fox Prop
We Serve Complete Dinners
1 Mile North of Cambria
HighwayNo1 .....Cambria-69
Plaza Hotel 979 Osos.....Sn Luis Obspo-1946
RANCHOTEL 1900 Monterey....Sn Luis Obspo 2333
Rhodes Hotel 864 Monterey....Sn Luis Obspo-2765-J
SHANGRI-LA MOTEL
S Hwy & Morro Rd.....Atascadero 136
Sleep Off The Hi-Way Motel
1000 South.....Sn Luis Obspo 791
TAYLOR HOTEL 1308 Spring.....Pso Robls-158
Travelodge 2701 Spring.....Pso Robls 304
Wineman Hotel Higuera.....Sn Luis Obspo-1800

House Movers

Finch E B Palma Av.....Atascadero 594-W
Van Ronk L T Shell Beach.....Pismo Bch 29-M
YORK & BAKKE
697 Mitchell Dr.....Sn Luis Obspo 1190-W

Hydrotherapists

Greene Sanford M 856 Price.....Pso Bch 190

Ice

Atas Ice Serv S Highway.....Atascadero 251-J
Holt's Milk & Ice Service 550 Pismo...Pismo Bch-89
Mahan Thomas A 451 Pismo.....Pismo Bch-47
Paso Robles Ice Service 846-9th.....Pso Robls-233
Pismo Oceano Ice Co Oceano....Aroyo Grnde 406-F-2
Puritan Ice Co Traffic Wy.....Atascadero-59

SAN LUIS ICE & COLD STORAGE CORP
CRYSTAL CLEAR ICE
Crushed, Bulk or Cubes
CITY WIDE
DELIVERY SERVICE
1409 Walker.....Sn Luis Obspo-67

Ice Cream Dealers

GOLDEN STATE COMPANY LTD
570 Higuera. Sn Luis Obspo-181
Grande Ice Cream Co 116 W Branch..Aroyo Grnde-22
Meadow Gold Ice Cream Division
Of Beatrice Foods Co
2840 Spring.....Pso Robls 464
Melody Ice Cream Bar 625-12th.....Pso Robls 1015
Sno-White Creamery
888 Monterey.....Sn Luis Obspo 1872

Ice Cream–Mfrs & Distrs

BEATRICE FOODS CO
MEADOW GOLD
ICE CREAM
2840 Spring.....Pso Robls 464

BOODRY'S OLD FASHIONED ICE CREAM PARLOR
HOMEMADE ICE CREAM
TO FOLKS AT HOME
Sandwiches & Fountain Service
2436 Broad.....Sn Luis Obspo 2439-W

GRANDE ICE CREAM CO
Ice Cream-Frozen Foods
116 W Branch.....Aroyo Grnde 22
MEADOW GOLD ICE CREAM DIVISION OF BEATRICE FOODS CO 2840 Spring. Pso Robls 464

Implements–Agricultural

See Agricultural Implements

Income Tax Consultants

See Tax Consultants

Indian Goods–See Gift Shops

Infants' Garments

See Children's & Infants' Garments Headings

Insecticides

Clark Fred W Feed Co 135 Traffic. Aroyo Grnde 200-W
Loomis E C & Son 415 Branch.....Aroyo Grnde-32
Loomis E C & Son 147 High.....Sn Luis Obspo-1080

Insulating Contractors–Cold & Heat

WESTERN FIBERGLAS SUPPLY LTD
1537 Taesta Fresno
(Toll) Call "Operator" for.....Fresno 3-8936

Prompt answering is courteous and hospitable and helps to release the telephone equipment that much sooner. Telephone equipment throughout the nation is working to capacity these days.

Nationally Advertised Articles
can be traced to their
LOCAL DEALERS
by looking up
"WHERE TO BUY IT"
in the YELLOW PAGES

JOHNS-MANVILLE
"BLOWN" ROCK WOOL INSULATION
COMFORT
Blown Thru a Hose
SCIENTIFICALLY INSTALLED
HOMES or BUILDINGS - OLD or NEW
Up to 20° cooler in Summer • Save ⅓ or more of your Winter fuel bills!

JOHNS-MANVILLE JM PRODUCTS

KYLE COMPANY
HARRY KYLE, MGR. - ESTABLISHED OVER 22 YEARS
1609 OSOS ST. San Luis Obispo 546
Residence San Luis Obispo 523
NO DOWN PAYMENT - EASY TERMS - FREE ESTIMATES - NO OBLIGATION
Government Urges Home Insulation to Conserve Fuel for Nat'l Economy

STATE FARM MUTUAL AUTO INS. CO. — PLENTY FOR YOU & YOURS — STATE FARM LIFE INSURANCE CO. — BLOOMINGTON, ILL. — STATE FARM FIRE INSURANCE CO. — FIRE AND MARINE — BLOOMINGTON, ILL.

STATE FARM MUTUAL
AUTO INSURANCE AGENCY
WORLD'S LARGEST AUTOMOBILE INSURANCE COMPANY
AUTO - LIFE - FIRE
Comprehensive **LIABILITY** for Farm & Residence
Office 1016 Court St. - San Luis Obispo
Phone San Luis Obispo 1380
IF NO ANSWER CALL
THERESA RIGDON
Res. San Luis Obispo 1357
ISABEL WALKER
Res. Atascadero 258-W

Insulation Materials–Cold & Heat

Builders Market 1115-13th . . . . . Pso Robls-277
FIBERGLAS INDUSTRIAL INSULATION–
DISTRIBUTOR
WESTERN FIBERGLAS SUPPLY LTD
1537 Taesta Fresno
(Toll) Call "Operator" for. . . . Fresno 3-8936

KYLE CO 1044 Park . . . . . Pso Robls 160-R
KYLE COMPANY 1609 Osos . . . . . Sn Luis Obspo 546
(See Advertisement Opposite Page)

Insurance Adjusters–See Adjusters

Insurance Agents & Brokers

Arsenio J T 861 Monterey . . . . . Sn Luis Obspo 729
ATKINSON E H 1009 Higuera . . . . Sn Luis Obspo 697
BACHINO&STOCKIRD
Successors To Ernest Vollmer
740 Higuera . . . . . Sn Luis Obspo-393
Bolton Henry C 1013 Chorro . . . . Sn Luis Obspo-1875
BROWN & ROY INS CO
314 Pomeroy Av . . . . . Pismo Bch 154
Calif Western States Life
1042 Palm . . . . . Sn Luis Obspo 938
CLIFFORD INSURANCE AGENCY
727-13th . . . . . Pso Robls 264-W
Cousins James I 822-13th . . . . . Pso Robls-119-W
Covert & Linstrum 203 Bridge . . . . . Aroyo Grnde 110
DE CHAINE BOB INSURANCE AGENCY
733-12th . Pso Robls-129
Devens R A 727 Marsh . . . . . Sn Luis Obspo 1552
Donati Lincoln A . . . . . Cayucos 48-M
EVANS BROKERAGE CO
1118 Chorro . . . . . Sn Luis Obspo-63

EVANS GERALD B
Complete INSURANCE Service
FIRE - CASUALTY - MARINE
FIDELITY & SURETY
Representing Capital Stock
Insurance Companies
1118 Chorro . . . . . Sn Luis Obspo-63

FARMER'S AUTOMOBILE INTER-INS EXCHANGE
Harry Edwards-Agent
327-15th . . . . . Pso Robls 1509-M
Fitzgerald Maurice W 852 Higuera . Sn Luis Obspo-839
Gist Fred L 1035 Chorro. . . . . Sn Luis Obspo-858
GREEN ALVA J 1042 Palm . . . . . Sn Luis Obspo 938
Gummere Loyde 184A Pomeroy . . . . Pismo Bch 304-R
HARDCASTLE RICHARD E
Insurance of All Kinds
785 Marsh . . . . . Sn Luis Obspo 3062-J
HARTFORD FIRE INSURANCE–
COUSINS JAMES I 822-13th . . Pso Robls-119-W
HENDERSON BROKERAGE CO
Highway Atascadero-194
Hier-Johnson Brokerage Traffic Wy. Atascadero 690-W
JEFFERSON STANDARD LIFE INSURANCE–
VAN HORN OTTO B 612-12th . . . . Pso Robls-1414

KAISER ALVIN R 1115 Chorro . . Sn Luis Obspo 2685
Kamm L W 1137 Chorro. . . . . Sn Luis Obspo-1051
KENNEDY RALPH C 858 Marsh . Sn Luis Obspo-1900
Lawrence L W 1020 Broad . . . . . Sn Luis Obspo-121
Lessi C L 1137 Chorro. . . . . Sn Luis Obspo 632
Lewin M & Son 792 Monterey . . . . . Sn Luis Obspo 325
Lewis Henry S 544 Oak . . . . . Pso Robls 567
LIPSCOMB JACK G 788 Price . . . . . Pismo Bch 206-W
Loomis E C & Son 415 Branch . . . . . Aroyo Grnde-32
McCoy Richard D
New York Life Insurance Co
E 13th . . . . . Pso Robls 1027-W
MUTUAL LIFE INS CO OF N Y
R P Davis Representative
1411 Essex . . . . . Sn Luis Obspo-842-R
Negley H E Sn Miguel California
(Toll) Call "Operator" for . . . . . San Miguel 92

Insurance Agents & Brokers–(Cont'd)

NELSON WM A
Stanley H Nelson
982 Monterey . . . . . Sn Luis Obspo-2134
Pacific Mutual Life Ins Co
1035 Chorro . . . . . Sn Luis Obspo 1609
Polizzotto Paul 852 Higuera . . . . . Sn Luis Obspo-173
RIGDON THERESA 1016 Court . . Sn Luis Obspo 1380
ROGERS JOHN L 1024 Nipomo . . Sn Luis Obspo 3199
Santa Barbara Co Farmers Mutual Fire Assn
1016 Court . . . . . Sn Luis Obspo 1380
Sobey Gifford L Jr 705-12th . . . . . Pso Robls 28
STATE FARM INSURANCE COMPANIES
1016 Court: Sn Luis Obspo-1380
(See Advertisement Opposite Page)
Thornburgh Grace Mrs
855 Monterey . . . . . Sn Luis Obspo 11
WHITAKER FRED W 204-17th . . . . . Pso Robls 678
(See Advertisement This Page)

FARMERS INSURANCE GROUP
Symbol of Superior Service
FARMER'S INSURANCE GROUP
• AUTO • TRUCK • FIRE
INSURANCE AT A SAVING
E. H. ATKINSON
District Agt.
TELEPHONES
SAN LUIS OBISPO 697
Nights: San Luis Obispo 1014
1009 Higuera St.
SAN LUIS OBISPO

STATE FARM INSURANCE COMPANIES
World's Largest Auto Insurer
AUTO - FIRE
LIABILITY - LIFE
See Us Before You Buy Your New Car for Better Financing
FRED W. WHITAKER
204-17TH ST.
PASO ROBLES 678

Insurance Companies & General Agencies

Calif Western States Life
1042 Palm.....Sn Luis Obspo 938
California Western States Life Insurance Co
762 Higuera.....Sn Luis Obspo 2078
Farmer's Automobile Inter-Insurance Exchange
327-15th.....Pso Robls 1509-M
FARMER'S AUTOMOBILE INTER-INSURANCE EXCHANGE 1009 Higuera. Sn Luis Obspo-697
(See Advertisement Preceding Page)
Metropolitan Life Ins Co
1042 Pismo.....Sn Luis Obspo 734
Metropolitan Life Ins Co
James F Irvin-Agent
1042 Pismo.....Sn Luis Obspo-734
New York Life Insurance Co
C L Lessi-Representative
1137 Chorro.....Sn Luis Obspo 632
Northwestern Mutual Life Ins Co
The Dividend Paying Co of America
852 Higuera.....Sn Luis Obspo-173
State Farm Insurance Companies
1016 Court. Sn Luis Obspo-1380
State Farm Mutual Insurance Co's
204-17th. Pso Robls-678

Interior Decorators

Allton Lloyd W 1746½ Park.....Pso Robls 60-J
WESTS HOUSE OF CHARM
1226 Osos.....Sn Luis Obspo 3080
WHITAKER'S FURNITURE
1301 Broad.....Sn Luis Obspo 1006

Investments

Wickenden W C 1035 Chorro.....Sn Luis Obspo-858

GRAGG'S

Formerly Jerram's

The House of Fine Diamonds

OFFICIAL S. P. WATCH INSPECTOR

Telephone

San Luis Obispo 1661

1023 OSOS

WATCHES TIMED BY ELECTRONICS

R. E. GRAGG

Investments–Real Estate–See Real Estate

Iron Ornamental Work

PATTERSON & ELVIN IRON WORKS

Ornamental Iron, Grilles, Balconies
Railings, Steel & Iron Stairs, Folding Gates, Sidewalk Doors, Wire Work FIRE ESCAPES, "SAFEXIT COLLAPSIBLE LADDERS," JOIST HANGERS - In Stock Light Steel Fabricators, Miscellaneous Iron, Rods, Plates, Angles, Etc.

280-13th St Sn Francisco
(Toll) Call "Operator" for....Market 1-3646

Iron–Scrap–See Junk Dealers

Ironing Machines

BENDIX AUTOMATIC HOME IRONER

The Bendix Automatic Home Ironer is easier to operate, because your ironing and all controls are visible; comfortable because it's adjustable in height - and it's faster.

BENDIX automatic Home Laundry

"WHERE TO BUY IT"

McMAHAN FURNITURE CO
855 Marsh.....Sn Luis Obspo 1573

CONLON IRONERS—
LONG E E PIANO CO
777 Marsh.....Sn Luis Obspo 506

EASY IRONERS—
LONG E E PIANO CO
777 Marsh.....Sn Luis Obspo 506
Long E E Piano Co 777 Marsh....Sn Luis Obspo-506

MAYTAG IRONING MACHINES—
LONG E E PIANO CO
777 Marsh.....Sn Luis Obspo 506

McMAHAN FURNITURE CO
855 Marsh.....Sn Luis Obspo 1573

Janitor Service

D'Amato V 527 Branch.....Sn Luis Obspo 2846-J

SAN LUIS JANITOR SERVICE

General Maintenance
Floors Cleaned - Waxed - Polished
Windows Washed
Venetian Blinds Cleaned

650 Grave Av.....Sn Luis Obspo 3075-W

Jewelers–Mfrs

Marshall's Jewelry Store
790 Higuera.....Sn Luis Obspo 597

Jewelers–Retail

BROWN CLARENCE

Your Credit Jeweler
DIAMONDS - WATCHES - JEWELRY
EXPERT WATCH REPAIRING
Engraving - Diamond Setting
All Work Guaranteed

862 Higuera.....Sn Luis Obspo-1312

COLYER'S JEWELRY 741-12th.....Pso Robls 789

(Continued Next Page)

Jewelers–Retail–(Cont'd)

GRAGG'S 1023 Osos.....Sn Luis Obspo 1661
(See Advertisement Opposite Page)
GUTHRIE H W 741-12th.....Pso Robls 789
Marshall Arthur P 263 S Main.....Morro Bay 3586

MARSHALL'S JEWELRY STORE

Since 1889

DIAMONDS

790 Higuera.....Sn Luis Obspo-597

Miller & Oliver Hwy.....Atascadero 244-W
Paso Robles Jewelry Store 725-13th...Pso Robls-443
Reed J M Jeweler 188 Pomeroy Av....Pismo Bch 8-J
San Luis Loan & Jewelry Co
974A Monterey.....Sn Luis Obspo 2958-W
Sinclair's Jewelry 1044 Chorro...Sn Luis Obspo-1482
VIGNEAU'S JEWELRY STORE
867 Monterey. Sn Luis Obspo-593-J

Jewelry Engravers

BROWN CLARENCE 862 Higuera. Sn Luis Obspo-1312

Junk Dealers

Joe's Second Hand Store
673 Palm.....Sn Luis Obspo 1655-J
Mission Wrecking & Salvage Co
553 Higuera. Sn Luis Obspo-1608
Richards Salvage 101 Hwy.....Sn Luis Obspo 320-J

Justices of the Peace

San Luis Obispo County Justice of Peace
Garden Farms.....S Margrita 48-Y-2

Kerosene–See Oils–Fuel & Heating

Keys–See Locksmiths

Kitchen Equipment

EKEGREN'S HOME FURNISHINGS
420-5th.....Morro Bay 2792
HICKENBOTTOM J F & SONS
745 Higuera.....Sn Luis Obspo 609
(See Advertisement This Page)
UNION HARDWARE CO
725 Higuera.....Sn Luis Obspo 43
Western Cabinet Works 1000 Park....Pso Robls 289
YOUNGSTOWN KITCHEN—
HICKENBOTTOM J F & SONS
745 Higuera.....Sn Luis Obspo 609

Good neighbors are considerable party-line users. Remember these party-line golden rules:

- Space your calls instead of making several of them without a break.
- Talk only as long as you have to on each call.
- When you finish talking replace the receiver properly.
- Make certain, if you are using a dial telephone, that the line is clear to receive your call.
- Ask your youngster not to monopolize the telephone.

Knit Goods–Blocking–See Cleaners & Dyers

Labor Organizations

Carpenter's Local 1632
1128 Chorro.....Sn Luis Obspo 117
Culinary Alliance&Bartenders' Union Loc-703
Marie Birdsong Sectry
992 Monterey.....Sn Luis Obspo 2783
International Union of Operating Engineers
270 Pomeroy.....Pismo Bch 44
Labor Local No 1464 A F of L
Construction & General-Local No 1464
A F of L Labor Temple
1530 Monterey.....Sn Luis Obspo-256
Machinist Union Local 1166
186 Stenner.....Sn Luis Obspo 1792
Teamsters Union Local 381
1530 Monterey.....Sn Luis Obspo 1881

Laboratories–Dental

See Dental Laboratories

Laboratories–Medical

McCombie Laboratory 773 Pismo. Sn Luis Obspo-1298
If no answer call.....Sn Luis Obspo 2677-R
If no answer call.....Sn Luis Obspo 1167-J

Lacquer Finishing

See Painting Contractors

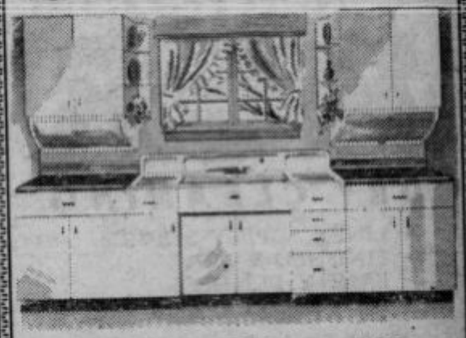
Ladies' Tailors–See Tailors–Ladies'

Lamps–Retail

ART MESQUIT COMPLETE HOME FURNISHINGS Bridge & Branch. Aroyo Grande 122

J. F. HICKENBOTTOM & SONS

Youngstown Kitchens



San Luis Obispo 609

The prices of Youngstown kitchens are surprisingly low. Let us show you how to have a completely modern kitchen for only a few dollars a month.

Live Demonstrations at Both of Our Stores

745 HIGUERA AND
CORNER OF BROAD & PISMO ST.

DRY CLEANING

Telephone

San Luis Obispo

70

•

Let the

HOME LAUNDRY Co.

1323 Morro Street

TAKE WASHDAY OUT OF YOUR HOME

LAUNDRY

DRY CLEANING

- LINEN SUPPLY SERVICE
- FINISHED WORK
- FAMILY BUNDLES
- DRY & WET WASH

We Give Complete Coverage on All Service

CAMBRIA PINES LAUNDRY & CLEANERS

LEON BORDEGARAY, *Prop.*

Phone **CAMBRIA 45-J**

Laundries

CAMBRIA PINES LAUNDRY & CLEANERS . . . . . Cambria 45-J
(See Advertisement This Page)
HOME LAUNDRY CO 1323 Morro . . Sn Luis Obspo-70
(See Advertisement This Page)
Mission Laundry 331 Pacific . . . . . Sn Luis Obspo-1440
MODEL LINEN SUPPLY
348 Higuera . Sn Luis Obspo-1238
Modern Family Laundry
1313 Broad . Sn Luis Obspo-304
Paso Robles Laundry & Cleaners
Snta Ysabel Av . . . . . Atascadero 699
PASO ROBLES LAUNDRY & DRY CLEANING
1344 Pine . . . . . Pso Robls-315
(See Advertisement This Page)

Laundries–Baby Garment–See Laundries

Laundries–Self Service

Alexander's Serve Your Self Laundry
801 Pine . . . . . Pso Robls 1329-M

SERVE YOURSELF LAUNDRY
MAYTAG MACHINES
SOFT WATER
Mangle - Curtain Stretcher
470 Price . . . . . Pismo Bch 94-J

(Continued Next Page)

For full use of your telephone, please keep your instrument "hung up"—ready for service!

***FOR* LAUNDRY**
and
DRY CLEANING
SERVICE

PASO ROBLES
315

Let One Stop Do It All

PASO ROBLES LAUNDRY AND CLEANERS
1344 PINE

Laundries–Self Service–(Cont'd)

Serv-Ur-Self Laundry
183 Higuera . . . . . Sn Luis Obspo 1974-J

SURV-UR-SELF LAUNDRY
AUTOMATIC
BENDIX WASHERS & DRYERS
8:30 AM to 8:30 PM Mon. to Sat.
No Waiting on Appointment
Entire Family Wash in 30 Min.
183 Higuera . . . . . Sn Luis Obspo 1974-J

Laundry Equipment

CLAY ERNEST L River Rd . . . . . Atascadero 259-M

Lawyers–See Attorneys

Leather Goods–Retail

Harrington Saddlery
1009 Chorro . . . . . Sn Luis Obspo 152-W
T N T Hobby Shop 751 Marsh . Sn Luis Obspo 2380-W

Letter & Addressing Service

See also Multi-Copy Service
SMITH WM T Agusta . . . . . Sn Luis Obspo 505

Letters–Sign

Woods Sign Service 910 High . . . . Sn Luis Obspo 2716

Libraries–Circulating & Rental

HILL'S STATIONERY
1127 Chorro . . . . . Sn Luis Obspo 1403

Libraries–Institutional

San Luis Obispo Co Law Library
Court House . Sn Luis Obspo-1145

Libraries–Public

County Library Court House . . . . . Sn Luis Obspo-1157
Paso Robles Pub Lib 12th . . . . . Pso Robls-106-J
San Luis Obispo City of
Public Library
N Broad&Monterey . Sn Luis Obspo-2606

Light & Power Companies

See Electric Light & Power Companies

Lighting Systems & Equipment

Brown's Walt Electric Service
687 Pacific . . . . . Sn Luis Obspo-97-W

Limes–Fresh

See Fruits & Vegetables Headings

Linen Supply Service

MODEL LINEN SUPPLY
348 Higuera . . . . . Sn Luis Obspo 1238
(See Advertisement This Page)

Linoleum Layers

West Robt A 1312 Snta Rosa . . Sn Luis Obspo 1515-J

New vacuum tube equipment is an important part of the facilities now being added to assure faster and better long distance service.

MODEL
LINEN & TOWEL
SERVICE

Individual Hand Towel Service
for
OFFICE · SHOP · FACTORY
MONTHLY RENTAL SERVICE
ALSO FOR

- DOCTORS
- BEAUTY SHOPS
- RESTAURANTS
- BARBERS
- BUTCHERS
- GARAGES

SAN LUIS OBISPO
1238

If No Answer Call San Luis Obispo 2058

Service to

Paso Robles
San Miguel
King City
Santa Maria
Atascadero
Pismo Beach
Arroyo Grande
Morro Bay

348 HIGUERA **SAN LUIS OBISPO**

OUT of the DISCARD

A few minor repairs on that discarded article will restore its life of usefulness and convenience. You'll find the man who can help you listed in the

Classified
TELEPHONE SECTION

THE HOUSE OF
Zegar's
FINE FURNITURE
Everything for the Home

ARMSTRONG LINOLEUM
SAN LUIS OBISPO
85
840 MONTEREY

FLOOR COVERINGS
By Clay
CLAY DAVIDSON

"WE MAKE IT NEAT UNDER YOUR FEET"
• INSTALLING
• RETAIL
• REPAIRING
• LINOLEUM
• ASPHALT TILE
• RUBBER TILE
• PLASTICS
RUGS AND CARPETING
WINDOW SHADES - VENETIAN BLINDS
San Luis Obispo 1203-M
675 HIGUERA

Linoleum–Retail

ARMSTRONG LINOLEUM—
COUNTY ROOF SERVICE
Snta Barbara Av & High . . . Sn Luis Obspo 1840

ART MESQUIT COMPLETE HOME FURNISHINGS
Bridge & Branch . . . . . Aroyo Grnde 122
(See Advertisement This Page)

CLAY FLOOR COVERINGS
675 Higuera . . . . . Sn Luis Obspo 1203-M
(See Advertisement This Page)

COAST VENETIAN BLIND CO
868 Palm . . . . . Sn Luis Obspo 3052-W

Grover Home Supply
825 Grand Av . . . . . Aroyo Grande 150-F-4

HEATON R C CO 803-13th . . . . . Pso Robls-29

WESTS HOUSE OF CHARM
1226 Osos . . . . . Sn Luis Obspo 3080

WHITAKER'S FURNITURE
WE SPECIALIZE IN LAYING
LINOLEUM - CARPETS - ASPHALT TILE
DRAPES - VENETIAN BLINDS
UPHOLSTERING - MATTRESSES
1301 Broad . . . . . Sn Luis Obspo 1006

ZEGAR FURNITURE STORE
840 Monterey . . . . . Sn Luis Obispo 85
(See Advertisement This Page)

Liquefied Petroleum Gases

Boal's Butane Service Highway No 1 . . . . . Cayucos 53

Butane Service of Atascadero
Ensenada Av . . . . . Atascadero 151

FRANSCIONI & DAVIS BUTANE SALES
884 N Broad . . . . . Sn Luis Obspo 3195
(See Advertisement Opposite Page)

Franscioni & Davis Butane Service 1st . . Cayucos 64-W

SAN LUIS BUTANE DISTRS
Ensenada Av . . . . . Atascadero 151
(See Advertisement Opposite Page)

FOUR THOUGHTFUL ITEMS
OF TELEPHONE PROCEDURE—

1. Please answer promptly.
2. Please be on the line when the party you want answers.
3. Please speak distinctly and without hurrying, with the lips close to the mouthpiece.
4. Please replace the receiver gently when through talking.

PERSONALIZED FLOORS
OF
- ARMSTRONG LINOLEUM -
Feature Strip - Cove Base
Asphalt Tile - Linoleum Drain Boards
UPHOLSTERED INTERIORS - LEATHERETTE
DOORS & CABINETS
BAR FRONTS & TOPS, ETC.
ARROYO GRANDE 122
ART MESQUIT
Complete Home Furnishings
BRIDGE & BRANCH

BUTANE AND PROPANE
Sales & Service
COMMERCIAL & DOMESTIC

RUUD WATER HEATERS AND FRASER HEATING EQUIPMENT

RHEEM WATER HEATERS AND FURNACES

Expert Service
WEDGEWOOD STOVES
TAPPAN GAS RANGES
MALSBURY STERILIZERS
Estimates Given

PHONE SAN LUIS OBISPO 3195
PHONE CAYUCOS 64-W

FRANSCIONI & DAVIS
884 N. BROAD — SAN LUIS OBISPO
HIGHWAY NO. 1 — CAYUCOS

FOR BEST RESULTS WITH YOUR TELEPHONE

please . . .

Make sure of the number. If in doubt consult the Telephone Directory.

Speak with lips close to the mouthpiece, using your natural tone of voice.

And give the called person TIME to answer!

Thank You!

BUTANE and PROPANE
Sales & Service

SERVEL GAS REFRIGERATORS
DAY & NIGHT
MISSION
&
RUUD WATER HEATERS

WEDGEWOOD STOVES TAPPAN RANGES

O'KEEFE & MERRITT GAS RANGES

Commercial & Home Service
DEARBORN SPACE HEATERS
COLEMAN FLOOR FURNACES

Call Us for Prompt Service **ATASCADERO 151**

Louis & Iva Marx, *Props.*
SAN LUIS BUTANE
DISTRIBUTORS
ENSENADA AVE. — ATASCADERO

Liquor Stores

Bay's Liquor Store 728 Marsh...Sn Luis Obspo-1539
BLACK & WHITE LIQUOR STORE
835-13th.....Pso Robls-611
BROWN & DOYLE LIQUOR STORE
1026 Morro.Sn Luis Obspo-2507-W

EL CAMINO LIQUOR STORE
IF YOU ARE A CONNOISSEUR OF
FINE LIQUORS
We Can Bring a Twinkle to Your Eyes
Free Delivery Anywhere in San Luis Obispo
You Will Know the Quality Is Tops
If Your Selection Is Made Here
960 Monterey.....Sn Luis Obspo-1821

Ernie's Liquor Store
1256 Monterey.....Sn Luis Obspo 1434-W
FRANK'S CAFE 645 Higuera....Sn Luis Obspo 2158
FRANK'S LIQUOR STORE
1019Chorro.Sn Luis Obspo-1022
FRED'S PLACE Oceano.....Aroyo Grnde-230-F-13
Highway Liquor Store Price & Pismo.Pismo Bch 306-J
Hoon's Liquor Store Dollar Hotel Bldg..Pso Robls-714
IDAHO CLUB 400 Cypress.....Pismo Bch 161

LEIDIG'S MARKET
A Complete Line of
DOMESTIC & IMPORTED WINES
The Finer Brands of
BOURBON - SCOTCH
CANADIAN WHISKEY
CORDIALS - LIQUEURS & MIXERS
447Higuera.....Sn Luis Obspo-491-W

MAC'S LIQUOR STORE
Complete Line of Nationally Advertised
CORDIALS - LIQUEURS
BOURBON - SCOTCH - CANADIAN
WHISKEY - TOBACCOS - CIGARETTES
N Hwy.....Atascadero 384-W
2816 Spring.....Pso Robls 518-W

Mac's Liquor Store 2816 Spring....Pso Robls 518-W
OCEAN VIEW TAVERN Avila...Sn Luis Obspo 8-J-3

OCEANA THE
DOMESTIC WINES
FINER BRANDS OF
SCOTCH - BOURBON
CANADIAN WHISKEY
LIQUEURS - CORDIALS & MIXERS
8 AM-12 PM WK DAYS - SATS 10 AM-2 AM
Oceano.....Aroyo Grnde 404-F-22

OSOS LIQUOR STORE 1601 Osos..Sn Luis Obspo-42
PASO ROBLES INN LIQUOR MART
1107 Spring.Pso Robls-1023
PASO ROBLES LIQUOR STORE
Johnny Jordan&Al Casper Props
1240 Spring.....Pso Robls-197
Pergola Liquor Store 978 Morro...Sn Luis Obspo-755
RALPH'S INN 108 Branch.....Aroyo Grnde-51-W
REX'S PLACE AtascaderoHotel.....Atascadero-298
Ryan's Beverage Store 106 Bridge...Aroyo Grnde 2-J
S & K Liquor Store 1118 Morro..Sn Luis Obspo-1458
Standard Liquor Store
875 Monterey.Sn Luis Obspo-1120
Waldorf Cafe 975 Osos.....Sn Luis Obspo-1002
Waldorf Club
Beer & Wines
198 Pomeroy.....Pismo Bch 91

Liquor Treatment–See Sanitariums

Telephone service is one of the unifying forces of the nation.

Liquor–Whsle

Glaser Brds 735 Marsh.....Sn Luis Obspo-1600
JORDANO'S INC 1321 Carmel...Sn Luis Obspo 1253
JUILLARD INC
228 Snta Barbara.....Sn Luis Obspo-1248
LAGOMARSINO'S WHOLESALE LIQUOR STORE
Osos&Higuera.Sn Luis Obspo-187
Morganti L J Co 698 Higuera....Sn Luis Obspo-2440

Livestock

BRYAN MEAT CO Slaughter House...Pso Robls 366
Georgi Bros.....Cayucos 29-Y-21
Molinari Leo Vachell Ln.....Sn Luis Obspo 311
SUNICAL LAND & LIVESTOCK DEPT
Piedra Blanca Ranch.....Cambria 91
WITCOSKY FRANK
Buyers For Witcoskys Market
101 Hwy.....Sn Luis Obspo 1534
WITCOSKYS' MEATS
See Our Ad Under Meat Whsle
101 Hwy.....Sn Luis Obspo 2123
Nite call Frank Bud Witcosky..Sn Luis Obspo 1534

Livestock Hauling

BERMINGHAM ROBT L
Livestock & General Hauling
Shandon.....Pso Robls 30-F-4
FAIRBAIRN & RENOUD
211-16th.....Pso Robls 674
(See Advertisement This Page)
Jones Charles 1110 Olive.....Pso Robls 1332-W

Livestock Supplies–See Feed Dealers

Your directory offers you a Personal Telephone List in the front of the book. By keeping a list of numbers frequently called, you can save time and effort.

Call PASO ROBLES 674
211 - 16th
- LIVESTOCK TRANSPORTATION
- BOLSTER EQUIPMENT
- 46' DIESEL EQUIPMENT
- TRACTOR HAULING

All Cargo Insured

FAIRBAIRN & RENOUD
GENERAL TRUCKING

When
you want to find a business concern in a hurry
Look
in the YELLOW PAGES

They contain almost every type of commercial enterprise in easily found classifications.

Loans

See also Financing
Guarantee Bldg-Loan Assn
1127Garden.Sn Luis Obspo-362
MERCANTILE ACCEPTANCE COMPANY
994Monterey.Sn Luis Obspo-994
NATIONAL FARM LOAN ASSNS
1123 Garden.....Sn Luis Obspo-1386.
(See Advertisement This Page)
Sn Luis Loan & Jewelry Co
974A Monterey.....Sn Luis Obspo 2958-W
(See Advertisement This Page)

Loans–Real Estate

See Loans; also Banks; also Building & Loan Associations; Etc

Lockers–Frozen Food

See Frozen Food Lockers–Renting

Locksmiths

Bible P S.....Cayucos-16
(See Advertisement This Page)
PISMO CYCLERY & LOCK SHOP
468 Price.....Pismo Bch 338-W
(See Advertisement This Page)
Smith C S 1225 Park.....Pso Robls-40-W
STRADER C R 1131 Garden..Sn Luis Obspo 984-W
(See Advertisement This Page)

The men and women in the Bell System are used to meeting emergencies and they are trained and equipped to carry on in times of special need. For years they have known the test of fire, flood and storm. Always before them is the tradition that "the message must go through".

SAFES AND VAULTS
New - Used - Opening & Repaired
Combinations Changed & Cleaned
By Yearly Contract
Keys Made While You Wait
Steel Tapes Repaired by Machine
Padlocks Keyed Alike
or Masterkeyed
Boats - Engines - Marine Supplies
FISHING TACKLE & FISHING BOATS
Phone **Cayucos 16**
P. S. BIBLE, *Prop.*
P. O. Box 140 Cayucos, Calif.

KEYS
MADE TO ORDER
SAFES OPENED & REPAIRED
COMBINATIONS CHANGED
DAY & NITE SERVICE
CALL
PISMO BEACH 338-W
PISMO CYCLERY & LOCK SHOP
468 Price Pismo Beach

MONEY LOANED
ON
DIAMONDS - WATCHES
GUNS - CAMERAS - JEWELRY
PHONE SAN LUIS OBISPO
2958-W
San Luis Loan & Jewelry Co.
WE BUY - SELL - LOAN
AND
EXCHANGE
974-A MONTEREY SAN LUIS OBISPO

LONG TERM FARM MORTGAGES
PRODUCTION CREDIT ASS'N.
LOANS ON CROPS - LIVESTOCK
AND DAIRY FARMS
San Luis Obispo 1386
NATIONAL FARM LOAN ASSOCIATIONS
1123 GARDEN

STRADER'S
KEYS MADE
SAFES OPENED

MOSLER
SAFES
AND
CHESTS
ALL TYPES OF
SPORTING GOODS
For Day or Nite Service
Call **San Luis Obispo 984-W**
1131 GARDEN ST.

SOUTHERN PACIFIC MILLING CO.

Since 1885

LUMBER

PAINT
ROOFING
STEEL PRODUCTS
MILL WORK

Complete Line of Building Materials

Cambria	29
Morro Bay	2601
Oceano-Arroyo Grande	68-F-2
Paso Robles	433
San Miguel	18
Santa Margarita	4
San Luis Obispo	2200

PACIFIC COAST LUMBER CO.

OF CALIF.

Since 1876

Lumber

PAINT - HARDWARE
PIPE, CONCRETE, OILS
WALLBOARD, STUCCO

Telephone

San Luis Obispo 1420

MAIN YARD
271 Higuera St.
MANAGER'S OFFICE
133 High — San Luis Obispo 1268
ARROYO GRANDE YARD
410 Branch — Arroyo Grande 33
PISMO YARD — 101 Highway
GROVER CITY YARD — Grand Ave. & 20th

Lodges–See Associations

Lodging Houses–See Rooming Houses

Lubricating Oils–See Oils–Lubricating

Luggage–Retail

Beno's Army & Navy Store
1019 Morro.....Sn Luis Obspo 620

Lumber–Commission

CLAYTON H C
Hardwood Floors-Carload Lots
612-30th.....Pso Robls 170-J

Lumber–Retail

BRISCO L A 101 Hwy.....Aroyo Grnde 238-F-2
BUILDERS MARKET
Everything For The Builder
.....Cayucos 56
BUILDERS MARKET 1115-13th.....Pso Robls-277
Fox Lumber Co Snta Lucia Av.....Atascadero 16
HAGLE-DeCOU LUMBER CO
SHighway.Atascadero-43
HAYWARD HOMER T LUMBER CO
12th & Riverside.Pso Robls-73
HICKENBOTTOM J F & SONS
Custom Built Homes
745 Higuera.....Sn Luis Obspo 609
MADONNA LUMBER CO
581 Higuera.....Sn Luis Obspo 99
Mineau & Loomis Lumber Co
405 Branch.Aroyo Grnde-262
Pac Coast Lumber Co Of Calif
410 Branch.....Aroyo Grnde-33
PAC COAST LUMBER CO OF CALIF
Sales Office & Yard
271 Higuera.....Sn Luis Obspo 1420
Manager's Office 133 High..Sn Luis Obspo-1268
(See Advertisement This Page)
San Luis Mill&Lumber Co
246Higuera.Sn Luis Obspo-624
Southern Pacific Milling Co
Oceano.Aroyo Grnde-68-F-2
Southern Pacific Milling Co.....Cambria-29
Southern Pacific Milling Co 5th.....Morro Bay-2601
Southern Pacific Milling Co Pine.....Pso Robls-433
(See Advertisement This Page)
SOUTHERN PACIFIC MILLING CO
Snta Barbara Av.Sn Luis Obspo-2200
Southern Pacific Milling Co.....S Margrita-4

Hear the music of distinguished artists brought to you each Monday night, over N.B.C. stations, by the Telephone Hour's "Great Artist Series."

Have You Thought

Of having a separate business listing in the Telephone Directory under your own name? The charge for these extra listings is small, the convenience often great.

Machine Shops

BILLINGS HENRY MACHINE SHOP
1040-13th.....Pso Robls 1306
CUENDET F
BLACKSMITH
AND
MACHINE SHOP
General Machine Work - Welding
Specializing in Heavy Hardware
1304 Railroad.....Pso Robls-130-J
SILVA & RATLIFF
1243 Monterey.....Sn Luis Obspo 1199
Warden Machine Shop 424 Higuera.Sn Luis Obspo-271
(See Advertisement This Page)
WOOD H A 1207-13th.....Pso Robls 321

Machinery

See also Specific Kinds, i.e., Laundry Equipment; Woodworkers' Equipment & Supplies; Etc

EBY MACHINERY CO THE
Woodworking Machinery New & Used
2635 Peralta Oakland
(Toll) Call "Operator" for....Templebar 2-8687

Marine Supplies

Bible P S
Boats-Engines-Hardware
.....Cayucos-16
HARBOR BOAT WORKS S Main....Morro Bay 3581
MORRO BAY MARINE SUPPLY
BOATS
MARINE SUPPLIES
SHIP CHANDLERS
CATERING TO SPORT & COMMERCIAL FISHERMEN
Marine Paints
355-6th.....Morro Bay 4461

Markets

Baker & Roberts 839 Marsh.....Sn Luis Obspo-21
BATAAN GROCERY
Max Lagao-Owner
COMPLETE LINE OF GROCERIES
FRESH MEATS
FRUITS AND VEGETABLES
BEER & WINE
138 Higuera.....Sn Luis Obspo 1795-J
Bercutt's Drive-In Market 2105 Spring.Pso Robls-313
Berkemeyer Market 1021 Chorro....Sn Luis Obspo-8
Bryan Meat Co 1307 Park.....Pso Robls-456
California Market 632 Price.....Pismo Bch-1
Campfield's Market.....Aroyo Grnde 240-F-2
COMMERCIAL CO THE
303 Branch.....Aroyo Grnde 202
Cooper's Grocery 1638 Osos.....Sn Luis Obspo 463
Donoho Bros Market 2927 Spring.....Pso Robls 1024
Drew Chas C 401 High.....Sn Luis Obspo 1602
Erich's Market 2611 Spring.....Pso Robls 1085-R
FAIR OAKS GROCERY
Grand & Halcyon.....Aroyo Grnde 236-F-12
FORD'S MARKET
Groceries - Fresh Fruits & Vegs
FROZEN FOODS
Fresh Meats - Poultry
801 Dolliver.....Pismo Bch 61

Markets–(Cont'd)

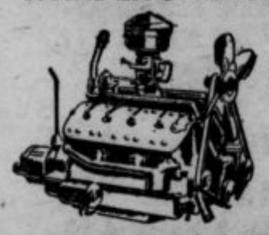
Frank's Grocery 845 Main.....Morro Bay 2771
Grover City Market Grover City..Aroyo Grnde 144-F-4
Hibbard&Co 721-12th.....Pso Robls-256
LEIDIG'S MARKET
447 Higuera.....Sn Luis Obspo 491-W
LOY'S MARKET 3d & Main.....Templtn 2311
MARGARITA MERCANTILE CO.....S Margrita-30
Orcutt Market 835-12th.....Pso Robls-180
Orcutt Meat Market 835-12th.....Pso Robls-15
P I MARKET
Meat-Fish-Groceries-Fruits&Vegetables
238 Ocean Vw Wy.....Pismo Bch 62
PIONEER DRIVE-IN MARKET
Morro&Marsh.Sn Luis Obspo-1825
Robbins Corner 2028 Spring.....Pso Robls-409
San Luis Market Morro & Marsh....Sn Luis Obspo-61
Santa Rosa Street Market
Mill&Snta Rosa.Sn Luis Obspo-326
SAUER A CO
Garden Fresh Fruits & Vegetables
FROZEN FOODS
Select Meats - Bakery Shop
848 Monterey.....Sn Luis Obspo 27
SEITZ PRODUCE CO
See Ad Under Poultry Dealers Whsle
Coromar Av.....Atascadero 295-J
SERV-UR-SELF MARKET
N Highway.....Atascadero 597
Smith's Drive-In Market 2105 Spring..Pso Robls 313
Smith's Meat Market Traffic Wy.....Atascadero-90
Soto's Meat Market.....Cambria-19
THREE CORNER GROCERY
1609 Johnson.....Sn Luis Obspo 610-J
United Meat Market 714 Higuera.Sn Luis Obspo-1780

Markets–Meat–See Meat–Retail

Massage

Beck Walter H 518 Ocean Vw — Pismo Bch-160
CASPERS BEAUTY SALON & MASSAGE
Swedish Massage & Steam Cabinet Baths
515 N Broad.....Sn Luis Obspo 1102-W
Hall W A.....S Margrita 26-W
Nevins A J 840-11th.....Pso Robls 619
PASO ROBLES HOT SULPHUR SPRINGS
See Our Advertisement Under Baths
840-11th.....Pso Robls 619
Sycamore Mineral Springs
Masseurs & Masseuses
Avila Rd.....Sn Luis Obspo-8-J-12
WALKER EARL T
Modern Chiropractics-Colonic Irrigations
1947 Spring.....Pso Robls-754
Zwickel Abraham 841 Wadsworth....Pismo Bch 93-J

WARDEN'S MACHINE SHOP



- Motor Rebuilding
- Bearing Resizing
- Reboring
- Crankshaft Grinding
- Valve Refacing & Reseating

LATHE WORK

Phone **San Luis Obispo 271**

424 Higuera — San Luis Obispo

Maternity Apparel

BILLIE'S TOY & BABY SHOP
MATERNITY DRESSES & SLACKS
NU-LIFT MATERNITY SUPPORT
SHO-FORM BRASSIERE
LINGERIE
766 Higuera.....Sn Luis Obspo 2628-W

Mattresses–Renovating

JACKMAN'S CUSTOM UPHOLSTERY
See Our Adv Under Upholsterers
780 Pacific.....Sn Luis Obspo 2299-W
San Luis Sterilization&Mattress Co
Buchon&High Sn Luis Obspo-405
WALKER'S SECOND HAND STORE
1115 Broad.....Sn Luis Obspo 2219

Mattresses–Retail

ART MESQUIT COMPLETE HOME FURNISHINGS
Bridge & Branch.....Aroyo Grnde 122
Atascadero Home Furnishings
Highway.....Atascadero 484-W
HEATON R C CO 803-13th Pso Robls-29
San Luis Sterilization & Mattress Co
Buchon & High.....Sn Luis Obspo-405
(See Advertisement This Page)
WHITAKER'S FURNITURE
1301 Broad.....Sn Luis Obspo 1006

Mausoleums

Odd Fellows Cemetery & Mausoleum
Highway Sn Luis Obspo-960

Meat Lockers

See Frozen Food Lockers–Renting

MATTRESSES RENOVATED

INNER SPRINGS - BOX SPRINGS - PILLOWS
OUR SPECIALTY
OLD MATTRESS MADE NEW
NEW MATTRESS MADE TOO
ONE DAY SERVICE
FURNITURE CLEANING
CUSTOM BUILT UPHOLSTERY
For Free Estimate
Phone
San Luis Obispo 405
SAN LUIS
STERILIZATION & MATTRESS CO.
State-wide Authorized Sterilization Plant
BUCHON & HIGH SAN LUIS OBISPO

Meat–Retail

Berkemeyer Market 1021 Chorro.....Sn Luis Obspo-8
Bryan Meat Co 1307 Park.....Pso Robls-456
C H B Meat Market
661Higuera.Sn Luis Obspo-1560-W
COMMERCIAL CO THE
303 Branch.....Aroyo Grnde 202
DONOHO BROS MARKET
2927 Spring.....Pso Robls 1024
Frank's Grocery 845 Main.....Morro Bay 2771
Hibbard & Co 721-12th.....Pso Robls 128
Kampmann's Market.....Cambria 33
Ocean View Meat Market.....Cayucos 64-J
QUALITY MEAT MARKET
754 Higuera.....Sn Luis Obspo 914
Santa Rosa Street Market
Mill&Snta Rosa.Sn Luis Obspo-326
Sheffield's Grocery S Highway.....Atascadero 299
SMITH ARTHUR R 2630Broad.Sn Luis Obspo-1532
Smith's Meat Market Traffic Wy.....Atascadero 90
UNITED MEAT MARKET
714Higuera.Sn Luis Obspo-1780
Wilkinson Paul 120Branch.....Aroyo Grnde-205
Wise's Meat Market 922 Price.....Pismo Bch 165-W

Meat–Whsle

BRYAN MEAT CO SLAUGHTER HOUSE
Santa Maria To King City
.....Pso Robls-366
SCOTT DISTRIBUTING CO
Whsle Distributor for
LUER MEAT PRODUCTS
HOTEL AND RESTAURANT SUPPLIES
BEEF - PORK - VEAL - LAMB - HAM - BACON
Whsle & Retail
725 Pacific.....Sn Luis Obspo 1442-J
Wilson & Co Inc Pismo.....Pismo Bch 141-W
WITCOSKYS' MEATS
101 Hwy.....Sn Luis Obspo 2123
(See Advertisement Opposite Page)

Men's Furnishings–Retail

BENO'S ARMY & NAVY STORE
1019 Morro.....Sn Luis Obspo 620
Denison & Hopkins General Merchandise
E Branch.....Aroyo Grnde 125
GENARDINI'S MENS WEAR
779 Higuera.Sn Luis Obspo-1362
Green Bros 871 Monterey.....Sn Luis Obspo-724
Hub The E Branch.....Aroyo Grnde-50
Lee Men's Wear Highway.....Atascadero 357
RUMLEY'S DEPT STORE 5th.....Morro Bay 3251
SCHULZE BROS 782 Higuera..Sn Luis Obspo 364-J
SQUIRE'S MEN'S WEAR 745-12th.Pso Robls 151-W
STANIERE TOM 1016 Morro..Sn Luis Obspo 225-J
WICKENDEN'S 837 Monterey...Sn Luis Obspo-1511

Mercantile Agencies

See Credit Reporting Agencies

Metal Stamping

MODEL AIRPLANE MOTORS CO
2747 Shattuck Av Berkeley
(Toll) Call "Operator" for....Thornwall 3-1417

Milk & Milk Products

CRESCENT DAIRY 1421 Spring.....Pso Robls-110
(See Advertisement Opposite Page)
Domenghini Bros Hwy No 1.....Morro Bay-3906
GOLDEN STATE COMPANY LTD
570Higuera.Sn Luis Obspo-181
Harmony Valley Creamery Harmony..Cambria-6-Y-22
HARMONY VALLEY CREAMERY ASSOCIATION
991Nipomo.Sn Luis Obspo-1700

(Continued on pages 71 & 72)

WITCOSKYS' MEATS

New Location 2 Miles South of San Luis Obispo on 101

CUSTOM SLAUGHTERING - WHOLESALE MEATS
LIVESTOCK DEALERS

BEEF - VEAL - LAMB - PORK

PLANT

SAN LUIS OBISPO 2123

If No Answer Call 1534

P. O. BOX 250 **SAN LUIS OBISPO**

OUT of the DISCARD

A few minor repairs on that discarded article will restore its life of usefulness and convenience. You'll find the man who can help you listed in the

Classified **TELEPHONE SECTION**

CRESCENT DAIRY

Grade A Pasteurized - Homogenized
MILK - CREAM - BUTTER
Delivered Daily to Your Home
Or at Your Favorite Grocer
Telephone
PASO ROBLES 110
1421 SPRING ST.

T. N. T. Hobby Shop

Complete Toy Department

CRAFTS FOR ALL AGES

- AIRPLANES
- BOATS
- RACERS

METAL - LEATHER - SHELL - PLASTIC

PHONE
San Luis Obispo 2380-W

751 MARSH SAN LUIS OBISPO

MATHEWS MONUMENT CO.

ESTABLISHED 1918

Distinctive Memorials — Markers Lettering

QUALITY WORKMANSHIP
REASONABLE PRICES

354 HIGUERA

SAN LUIS OBISPO 1647-J

Emergency!

An emergency arises—you need help quickly! Physician, hospital, ambulance, taxi or plumber! The quickest way of finding whom to call is to—

LOOK IN THE *Classified* TELEPHONE SECTION

Milk & Milk Products–(Cont'd)

Hillcrest Farm . . . . . Aroyo Grnde-216-F-5
Holt's Milk&Ice Service 550Pismo . . . . . Pismo Bch-89
Home Dairy Co The 719Higuera . . . Sn Luis Obspo-769
Paso Robles Milk Products
13th&Riverside . Pso Robls-234
Royal Oaks Dairy
Verde Canyon Rd . . . . . Sn Luis Obspo 6-J-3
Sinsheimer Bros Edna Rd . . . . . Sn Luis Obspo 6-J-21
Willow Springs Dairy 138-17th . . . . . Pso Robls 1303

Milliners–Retail

Carpentier Helen Millinery Shop
1037 Chorro . . . . . Sn Luis Obspo 981
MOTZ STYLE SHOP
Margaret McNeil-Prop
856 Higuera . . . . . Sn Luis Obspo-1054

Milling

Loomis E C & Son 147 High . . . . . Sn Luis Obspo-1080

Millwork

SAN LUIS MILL & LUMBER CO
246 Higuera . Sn Luis Obspo-624
SOUTHERN PACIFIC MILLING CO
Snta Barbara Av . Sn Luis Obspo-2200

Mining Companies

Dalessi Henry C 450Marsh . . . . . Sn Luis Obspo-118
Essential Industries Inc . . . . . Cambria 16-Y-3
Madonna A Construction Co
581 Higuera . . . . . Sn Luis Obspo 3020

Ministers–See Clergymen

Mirrors–Retail

ART MESQUIT COMPLETE HOME FURNISHINGS
Bridge & Branch . . . . . Aroyo Grnde 122
PASO ROBLES GLASS SHOP
609-22d . . . . . Pso Robls 469
PEARSON GLASS SHOP
673 Higuera . . . . . Sn Luis Obspo 1372

Model Construction Supplies

T N T Hobby Shop
751 Marsh . . . . . Sn Luis Obspo 2380-W
(See Advertisement This Page)

Monuments–Retail

Mathews Monument Co & Plating Service
354 Higuera . . . . . Sn Luis Obspo 1647-J
(See Advertisement This Page)

Mortar–See Concrete–Ready Mixed

Moth Proofing

PARAMOUNT PEST CONTROL SERVICE
855 Monterey . . . . . Sn Luis Obspo 2837
Paramount Upholstering Shop
272 Pacific . . . . . Sn Luis Obspo 2921-J

Motion Picture Equipment & Supplies

SHADOW ARTS STUDIO
Wickenden Bldg . . . . . Sn Luis Obspo-431

Motion Picture Film Libraries

SHADOW ARTS STUDIO
Wickenden Bldg . . . . . Sn Luis Obspo 431
Western Films Wickenden Bldg . . . . Sn Luis Obspo 431

Motor Courts

Adams Court Hollister & Dolliver . . . . Pismo Bch 150
Appleton's Motor Lodge 2218 Spring . . . Pso Robls 633
Atascadero Motor Lodge S Highway . Atascadero 243-J
Atlasta Court Price & Wadsworth . . . . . Pismo Bch 112
Avila Auto Court Avila . . . . . Sn Luis Obspo 16-R-12
Bailey's Auto Court Main . . . . . Pismo Bch 320
BAY AUTO COURT
Completely Furnished For House Keeping
Jerry & Marie Schulz
Morro . . . . . Morro Bay 2931
Beauty Sleep Auto Court S Highway . Atascadero 236-J
BEECHWOOD AUT-O-TEL
74 Higuera . . . . . Sn Luis Obspo-911
BLUE BELL MOTEL S Hwy . . . . . Sn Luis Obspo 2660
BLUEBIRD AUTO COURT
Kitchenettes-Furnace Heat
. . . . . Cambria 76
Bragg Kenneth B 459 Pismo . . . . . Pismo Bch 306-W
Buckland's 101 Auto Court 101 Hwy . Aroyo Grnde 127
CABRILLO MOTOR COURT
M F Harpster-Manager
6th & Morro . . . . . Morro Bay 2321
CAMP FREMONT
Cuesta Grade . . . . . Sn Luis Obspo 12-J-2

CASTLE MOTOR INN
35 MODERN CABINS
WITH OR WITHOUT KITCHENETTES
SHOWER OR BATH
CAFE
1½ Miles South
Highway 101 . . . . . Sn Luis Obspo 1918

Chamberlain's Blue & White Auto Court
Morro Del Mar . . . . . Morro Bay 3922
Cliffside Court 931 Dolliver . . . . . Pismo Bch 95-M
CLIFTON MOTEL
Thermostat Heat Control In All Units
125 Spring . . . . . Pso Rbls 1140
COTTAGE MOTEL
Servel Refrig-Tile Showers-Soft Water
2206 Spring . . . . . Pso Robls 1153-W
COZY CORNER MOTEL
554 Traffic Wy . . . . . Aroyo Grnde 259
(See Advertisement This Page)

CRESCENT PARK AUTO COURT
13 MODERN COURTS
KITCHENETTES
BARBECUE & PICNIC GROVE
PUBLIC LAUNDRY
Mr. A. C. Dawe-Mgr
S Hwy . . . . . Sn Luis Obspo 2705

Deibert's Cottages 527 Ocean View . . . Pismo Bch-315
DELL AUTO COURT 101 Hwy . . . . . Atascadero 332
Don Vicente Motel 5th&Market . . . . . Morro Bay-2371
EDGEWATER MOTOR HOTEL
Dolliver & Wadsworth . . . . . Pismo Bch 32-R
EL CAMINO AUTO LODGE
Modern Courts & Kitchenettes
N Highway . . . . . Atascadero 238-J
EL REY HOTEL COURT Morro . . . . . Morro Bay 2381
Embassy Court 209-6th . . . . . Morro Bay-2861
FARM HOUSE MOTOR HOTEL THE
425 Spring . . . . . Pso Robls 933
Galli Court 326 Hinds . . . . . Pismo Bch 52
GLEN OAKS GROCERY
Housekeeping Cabins-Grocery On Premises
S Highway . . . . . Atascadero 377
Gotham Court 120 Ocean Vw Av . . . . Pismo Bch 106-J
Grand View Auto Court
Morro Strand . . . . . Cayucos 34-Y-2
Grandview Motel 2074 Monterey . Sn Luis Obspo 1451
GREEN & WHITE AUTO COURT
636 Spring . . . . . Pso Robls 303
GROVE AUTO COURT N Highway . Atascadero 336-R
GROVER CITY MOTOR COURT
1½ Miles S Of Pismo Beach-Ocean View
Completely Furnished-A Quiet Place To Stay
Grover City . . . . . Aroyo Grnde 293-F-4
HALF WAY MOTEL
30 Modern Heated 2-3 & 4 Room
Heated Cottages
101 Hwy . . . . . Pismo Bch 30
HAMPTON'S AUTO COURT . . . . . Cambria 37
HANK'S CAMP
Trailer Park
1100 Main . . . . . Morro Bay 4161
Hasta Manana Motel S Highway . . . Atascadero 168-W
Hayes W J 312 Cypress . . . . . Pso Bch 106-W
HOWIE'S AUTO COURT
652 Morro . . . . . Sn Luis Obspo 2297-J
KENNY'S AUTO COURT
Trailer Accomodations
2841 Spring . . . . . Pso Robls 334-W
KING'S REST MOTOR COURT
Trailer Park Available
Pomeroy . . . . . Pismo Bch 78

LITTLE SIESTA MOTEL
COMPLETELY MODERN WITH
SHOWERS AND BARKER SPRING MATTRESSES
Cafe Open 24 Hours - A La Carte Orders
SERVICE STATION
S Hwy . . . . . Atascadero 380

Locust Grove Inn & Motel N Highway . Atascadero 155
Lone Pine Auto Court Grover City . Aroyo Grnde 148-F-2
Mar Vista Motor Lodge Price . . . . . Pismo Bch 152
Martin's Court 426 Ocean Vw . . . . . Pismo Bch 213
McBURNEY'S MOTOR COURT & CAFE
Highway . . . . . S Margrita 12
MIRAMAR COURT
D B Proctor Manager
387 Sn Luis Av . . . . . Pismo Bch 60
MONTE VISTA MOTOR COURT
Bello . . . . . Pismo Bch 207

MORRO STRAND AUTO COURT
"Right on the Beach"
FISHING - SWIMMING
10 - 1 & 2 ROOM CABINS
WITH KITCHENS - HEAT
HOT & COLD WATER
Mr. and Mrs. Carl Angelo - Owners
5 Miles North of Morro Bay
Cayucos Cayucos-12-Y-12

MOTEL INN Monterey . . . . . Sn Luis Obspo 1340
MOTEL MARIANNA
New Modern Cabins-Tile Baths
730 Spring . . . . . Pso Robls 417

(Continued Next Page)

The oldest of all the telephone industry's traditions is service.

COZY CORNER MOTEL

14 Units

HOUSEKEEPING ACCOMMODATIONS
TRAILER PARK SPACE
CAFE & SERVICE STA. ADJOINING
On Hy. 101, So. End of Town
Mr. & Mrs. Martin A. Dammann, Owners
CALL ARROYO GRANDE 259
554 TRAFFIC WAY

Motor Courts–(Cont'd)

MOTEL PISMO
MODERN UNITS WITH KITCHENETTES
AUTOMATIC HEAT & SHOWERS
CLOSE TO THE BEACH
B. E. Baust-Owner
101 Hwy.....Pismo Bch 313

MOTEL SCHWANK 2730 Spring..Pso Robls 1408-J

MOTEL SUPREME
16 UNITS - SUPER SINGLES
LARGE DOUBLE BED-ROOMS
And Complete Kitchen Apartments
Every Unit With Shower or Tub
Opposite High School
2400 Spring.....Pso Robls 955

Mountain Inn Autel Cuesta Grade..S Margrita-19-Y-2
Nite Haven Court 371 Sn Luis Av....Pismo Bch 153-J
OAKWOOD AUTO CAMP
Hans Larsen-Prop
N Highway.....Atascadero 229
Ocean View Court Morro Del Mar....Morro Bay 3929
Oceano Auto Court Oceano....Aroyo Grnde 231-F-11
OCEANO BEACH AUTO COURT
Oceano.....Aroyo Grnde 402-F-14
Oceanview Motel
Carl Martin-Owner
101 Hwy.....Pismo Bch 116-Y-3
Old Mission Motel.....S Margrita 1

O'REILLY'S GOLDEN RULE SERV STA & AUTO COURT
18
MODERN UNITS
With or Without Kitchenettes
Monterey & Murray.....Sn Luis Obspo 545
Residence.....Sn Luis Obspo 2788

O'Reilly's Golden Rule Serv Sta & Auto Court
Monterey & Murray.....Sn Luis Obspo 545
PACIFIC MOTEL
Mr & Mrs H Kuden-Props
101 Hwy.....Sn Luis Obspo-14-J-1
Park Auto Court 701-5th.....Morro Bay 3131
Paso Robles Auto Court 940 Spring...Pso Robls-88
Pereira D R.....Cayucos-9-R
R W B AUTO COURT
Kitchenettes-Beer Bar & Groceries
3220 Spring.....Pso Robls 626
RANCHOTEL 1900 Monterey...Sn Luis Obspo 2333
Reid's Auto Court 5th.....Morro Bay 3811
Reno Motel Morro Strand.....Cayucos 34-Y-5

SAN LUIS CYCLERY

Authorized
HARLEY-DAVIDSON
Sales & Service
Phone San Luis Obispo 876
1239 Monterey San Luis Obispo

Restwell Court Sn Luis & Price...Pismo Bch 105-W
ROLFS MOTEL 416 Spring.....Pso Robls 552
Rose Bowl Court 1575 Monterey..Sn Luis Obspo-647
Rose C G Hinds Av.....Pismo Bch 312

SANTA MARGARITA INN
17 UNITS
With or Without Kitchenettes
REASONABLE RATES
RESTAURANT IN CONNECTION
EXCELLENT FOOD
Hwy.....Snta Margarita 21

SEASHORE MOTOR INN.....Cambria 42-R
SHANGRI-LA MOTEL
S Highway & Morro Rd.....Atascadero 136

SHELL AUTO COURT
MODERN CABINS WITH KITCHENETTES
Reasonable Rates
GROCERY STORE & RESTAURANT
ON PREMISES
SHELL SERVICE STATION
On Highway 101 North Entrance To Pismo Beach
1331 Price.....Pismo Bch 335-R

Shell Beach Inn Highway.....Pismo Bch 85
Shell Beach Motel 101 Hwy.....Pismo Bch 3-Y-3
Shoreline Auto Court.....Cayucos 26

SLEEP OFF THE HI-WAY MOTEL
QUIET
Just Off U. S. 101 Hi-Way
SOUTH END OF SAN LUIS OBISPO
Inside City Limits
Reasonable Rates - Modern
Thermostatically Controlled Floor Furnaces
1000 South.....Sn Luis Obspo-791

SOUTHWARD MOTEL 3231 Spring...Pso Robls 554
STAR AUTO COURT
Trailer Camp-Harvey Dearr-Prop
Pismo Hwy.....Sn Luis Obspo 872-W
SUNSET VIEW MOTOR LODGE.....Cambria 45-R
Swans Motel S Highway.....Sn Luis Obspo-2019
Switzer's Shangri-La Motel
Price & Wadsworth.....Pismo Bch 112
TEMPLETON AUTO COURT
Cafe in Connection
Highway.....Tempitn 2661
Thompson's Auto Court
14 Modern-Heated Units Kitchenettes
3747 Spring.....Pso Robls 1516-W
Tower Motor Lodge 3111 Spring...Pso Robls 446-W
TRAVELODGE
One Of The Newest & Finest-Steam Heated
2701 Spring.....Pso Robls 304
Valley Court 284 Stimson Av.....Pismo Bch-184
WAVE COURT
On The Beach-Kitchens-Heat-Hot Water
248 Hinds.....Pismo Bch 9

Motor Freight Companies–Interstate

PACIFIC FREIGHT LINES
393 Marsh.....Sn Luis Obspo 1370

Motor Trucks–See Trucks–Motor

Motorcycles

HARLEY DAVIDSON MOTORCYCLES–
SAN LUIS CYCLERY
1239 Monterey.....Sn Luis Obspo 876

SAN LUIS CYCLERY
1239 Monterey.....Sn Luis Obspo 876
(See Advertisement This Page)

Moving Service–Heavy Hauling
See Trucking

Moving & Storage Service

ACE UNITED SERVICE
Move your household safely anywhere.
National shippers of household goods. Flat rates. Loads insured.
Mail list of furniture and we will quote. 30 days storage anywhere.
TO & FROM NEW YORK, FLORIDA, AND OTHER POINTS.
"FOR INFORMATION CALL"
UNITED SECURITY ASSOCIATED WAREHOUSE INC
243 W 60th New York New York
(Toll) Call "Long Distance for Circle 7-3191

BEKINS VAN & STORAGE CO AGENCY
737 March Sn Luis Obspo-19
DENNIS TRANSFER 1824 Nipomo.Sn Luis Obspo 355
(See Advertisement This Page)
Eastman John H Transportation & Storage
N Highway.....Atascadero 171

LYON VAN LINES
ECONOMIZE
Let experts handle all details when you MOVE or STORE ANYWHERE IN THE WORLD
LYON
LET LYON GUARD YOUR GOODS
"FOR INFORMATION CALL"
DENNIS TRANSFER
1824 Nipomo.....Sn Luis Obspo 355

Meyer M A 413 S Main.....Morro Bay 2781
PASO ROBLES VAN & STORAGE
5th & Riverside Av.....Pso Robls 705
(See Advertisement This Page)
PHILLIPS K L & SONS
Bekins Agent
999 Price.....Pismo Bch 21

Moving & Storage Service Equipment

Dutro Co 837-31st Oakland
(Toll) Call "Operator" for.....Humboldt 3-0914

Multi-Copy Service
See also Letter & Addressing Service

SHADOW ARTS STUDIO
Wickenden Bldg.....Sn Luis Obspo 431

Mushrooms

Ford's Mushroom Farm Eaglet.....Atascadero-70-M

Music Dealers

BROWN'S MUSIC STORE
717 Higuera.....Sn Luis Obspo-1278
(See Advertisement This Page)
DUBIN'S BOOK & MUSIC SHOP
995 Higuera.....Sn Luis Obspo 676
Long E E Piano Co 777 Marsh Sn Luis Obspo-506
Wherrit Raymond 2297 Johnson Av.Sn Luis Obspo-943

Music Instruction–Vocal

Vernon H E J.....Cambria 3-Y-13
Worden Stella Studio
Special Method For Child Voice
Hwy.....Atascadero-342

There are 6,156 telephone companies serving the United States.

Musical Boxes

OK MUSIC CO
1129½ Monterey.....Sn Luis Obspo 703

Musical Instruments–Repairing

BROWN'S MUSIC STORE
717 Higuera.....Sn Luis Obspo-1278

Musical Instruments–Retail

BROWN'S MUSIC STORE
We Buy Musical Instruments
717 Higuera.....Sn Luis Obspo-1278

Navy Goods–See Army & Navy Goods

You can find out "Where To Buy It" by looking in the Yellow Pages.

MOVING
LOCAL and LONG DISTANCE
Storage
Crating
Packing
Shipping

Phone
San Luis Obispo **355**
1824 Nipomo, Sn Luis Obispo

MOVING & STORAGE
PACKING - SHIPPING - ANYWHERE
PASO ROBLES VAN & STORAGE
Phone
PASO ROBLES **705 or 657**
5TH & RIVERSIDE
AGENTS BEKINS VAN LINES

BROWN'S MUSIC STORE

"Everything Musical"
REPAIRING
Orchestra Instruments
Band Instruments
Record Albums
Phonograph Records
Sheet Music
PIANOS
Bought-Rented-Sold
717 Higuera
Phone San Luis Obispo **1278**

JACKSON'S
Country Club

DINE AND DANCE

Cocktail Lounge

COCKTAILS
MIXED DRINKS
CHOICE LIQUEURS

PISMO HIGHWAY

Telephone
SAN LUIS OBISPO 10-J-2

News Dealers

American News Company
783 Marsh. Sn Luis Obspo-2199
Brewster's Stationery Store 807-12th. Pso Robls-30-W
Cummin's News Stand 431 Cypress. . . . Pismo Bch-311
Gibbs E E News Agcy
Los Angeles-San Francisco Newspapers
730-18th . . . . . Pso Robls 307
Halterman's News Stand
821 Price. . . . . Pismo Bch 155-W
Hi-Way News Agency
San Francisco Examiner-Chronicle-News
Los Angeles Examiner-Times-Herald
1218 Spring. . . . . Pso Robls-337
St Clair's News Depot
1015 Chorro. Sn Luis Obspo-152-J
San Luis News Agcy 985 Monterey. Sn Luis Obspo 477
San Luis Obispo Telegram & Tribune Agcy
1523 Pine. . . . . Pso Robls 1187

Newspapers

Atascadero News N Mall. Atascadero-100
Press Advertiser Co 1212 Pine. . . . . Pso Robls-102
Reporter The 971 Osos. . . . . Sn Luis Obspo 3188

Night Clubs

Anchor Pomeroy Av. . . . . Pismo Bch-345
(See Advertisement This Page)
Dantes 955 Higuera. . . . . Sn Luis Obspo 2197
EL MAR CAFE 304 Cypress. . . . . Pismo Bch-100
F M's 101 Hwy. . . . . Sn Luis Obspo 1912
Fountain Inn S 101 Hwy. . . . . Sn Luis Obspo 1090
(See Advertisement This Page)
JACKSON'S COUNTRY CLUB
Pismo Hwy. . . . . Sn Luis Obspo 10-J-2
(See Advertisement This Page)
PEPPER INN Pismo Hwy. . . . . Sn Luis Obspo 1965
(Continued Next Page)

ANCHOR
"Showplace of the County"
EXCELLENT
SPANISH & REGULAR
DINNERS
STEAKS — CHICKEN
• COCKTAILS
OPEN EVERY NIGHT
12 P.M. TIL 12 A.M.
POMEROY
AT THE BEACH
(UPSTAIRS)
Phone Pismo Beach 345

Fountain Inn
Featuring
ORCHESTRA MUSIC
DINING - DANCING
Cocktails
S. HIGHWAY 101
Telephone
SAN LUIS OBISPO
1090

Night Clubs—(Cont'd)

SAM'S BARBEQUE & LOUNGE
COCKTAILS
"Open Every Nite"
BARBECUED STEAKS
101 Highway. . . . . Nipomo 2481

Woodchuck Inn 101 Hwy. . . . . Atascadero 93

Notaries—Public

Clifford Insurance Agency 727-13th. . Pso Robls 264-W
HYDE MURIEL S 731-12th. . . . . Pso Robls 1510
KENNEDY RALPH C 858 Marsh. Sn Luis Obspo-1900
Muller A V Wickenden Bldg . . . . Sn Luis Obspo-614
Renetzky Andrew 846 Higuera. . . Sn Luis Obspo-1033

Notions—Retail

Corner Store Main & Bridge. . . . . Cambria 15
McGowan's Store Highway No 1. . . . . Cambria 97-W

Novelties—Retail

West Coast Photo&Novelty Co
1650 Palm. Sn Luis Obspo-2401

Nurseries—Day—See Day Nurseries

Nurseries—Retail

Grande Nursery Traffic Wy. . . . . Aroyo Grnde-34
Gray Mack Paso Robles. . . . . Sn Miguel 9-F-24
Grover Gardens
12th & Grand Av. . . . . Aroyo Grnde 144-F-13
LIVINGSON PARK NURSERY
Paso Robles. . . . . Sn Maguel 9-F-24
(See Advertisement This Page)
Paso Robles Nursery 213 Spring. . . . . Pso Robls-545
Powers For Flowers
1422 Monterey. . . . . Sn Luis Obspo 2060
POWERS NURSERY
1422 Monterey. . . . . Sn Luis Obspo 2060
(See Advertisement This Page)
PLUMMER JOE HOME NURSERY
115 Chorro. . . . . Sn Luis Obspo 2995-W
(See Advertisement This Page)
San Luis Nursery Pismo Hwy. . . Sn Luis Obspo-320-W

Nurseries—Whsle

La Florina Gardens Farrel Rd. . Aroyo Grnde 145-F-14

Nuts—Edible

CALIFORNIA ALMOND ORCHARDS INC
GROWERS - BUYERS
PROCESSORS - PACKERS
4th & Spring. . . . . Pso Robls 400

Capps Bros 515 Riverside. . . . . Pso Robls 1501
FRENETTE'S SERVICE
Calif Fruit & Nut Packs
S Highway. . . . . Atascadero 355-W
Slate Almond Co Adelaide Rd. . . . . Paso Robls 218-W

Office Buildings

Bank of America Bldg Higuera Sn Luis Obispo
Carpenter Bldg 981 Monterey Sn Luis Obispo
Security First Natl Bank Bldg
793 Higuera Sn Luis Obispo
Warden Block Bldg 762 Higuera Sn Luis Obispo
Warden Jr Bldg 846 Higuera Sn Luis Obispo
Wickenden Bldg 1024 Chorro Sn Luis Obispo

JOE PLUMMER
HOME NURSERY

TREES
SHRUBS
ORNAMENTAL
PLANTS
FUCHSIAS
A Specialty
BEDDING and POTTED PLANTS
PHONE
SAN LUIS OBISPO
2995-W
115 Chorro
San Luis Obispo
Entrance on Murray Ave.
Between Chorro and Broad

LIVINGSTON PARK NURSERY

• Bedding Plants
• Garden Plants
• Shade & Fruit Trees
• Tree Surgery
San Miguel 9-F-24
Mack Gray - Prop.
5 Mi. No. of Paso Robles on Hwy. 101
RT. 1 - BOX 169-A

NURSERY
PHONE
SAN LUIS OBISPO 2060
TREES - SHRUBS - BEDDING PLANTS
INSECTICIDES - GARDEN SUPPLIES
LANDSCAPING
ROTOTILLING
LAWN PLANTING
POWERS NURSERY
1422 MONTEREY - SAN LUIS OBISPO

Office Equipment

ART MESQUIT COMPLETE HOME FURNISHINGS
WOOD AND METAL
OFFICE FURNITURE
DESKS - CHAIRS - FILES - SAFES
LAMPS - SPECIAL EQUIPT. FOR THE OFFICE
Bridge & Branch.....Aroyo Grnde 122

Nelson Johnny Office Equipment Co
690 Higuera.....Sn Luis Obspo 228
WALKER R G
Complete Line of Office Equipment
785 Marsh.....Sn Luis Obspo 681-W

Office Supplies

HILL'S STATIONERY
OFFICE SUPPLIES
Business Forms - Loose Leaf & Bound Books
STATIONERY
Boxed Stationery - Portfolios
GREETING CARDS
Largest Selection in Town
1127 Chorro.....Sn Luis Obspo 1403

PASO ROBLES OFFICE SUPPLY
Office Supplies & Equip
608-12th.....Pso Robls 481-J
TYPEWRITER SHOP THE
Desks-Chairs-Filing Cabinets-New & Used
1014 Court.....Sn Luis Obspo 127

Oil Burners

LITTLE H C OIL BURNING EQUIPMENT
"Perfect Heat for the Home"
Oil Burners, Floor Furnaces, Forced Air Furnaces and Circulating Heaters. Automatic, with Electric Ignition. Silent, Safe, Clean, Economical.
LOW COST AUTOMATIC OIL HEAT
"WHERE TO BUY THEM"
Keene's Plumbing & Heating Service
618-12th.....Pso Robls 655-J

RAY OIL BURNERS—
KEENE'S PLUMBING & HEATING SERV
618-12th.....Pso Robls 655-J

Plan your shopping with the Classified Telephone Directory.

NORWALK GASOLINE CO.
J. B. DEWAR, Distributor
- Gasoline
- Diesel and Stove Oils
- Lubricating Oils and Greases
- Ring Free Oil
- Quaker State Oil - VO Products

Offices — Telephones
1088 Higuera.....San Luis Obispo-1237
1528 Oak.....Paso Robles-1313

Oil Burners–Servicing

Keene's Plumbing & Heating Serv
618-12th.....Pso Robls 655-J

Oil Producers

ADAMS OIL CO Pismo Rd.....Sn Luis Obspo 417
Standard Oil of Calif
Office 26th.....Pso Robls-52-W
Standard Oil Co of Calif Traffic Wy..Atascadero-38-J
Standard Oil Co of Calif.....Cambria-8
Standard Oil Co of Calif Estero Bay..Morro Bay-2611
Standard Oil Co of Calif
Hathway Av Sn Luis Obspo-2316
Tiber Oil Co Edna.....Sn Luis Obspo 15-J-13
Union Oil Company of Calif
Northern Division Pipelines
Pipeline Office 975 Morro....Sn Luis Obspo-372
Avila Pump Station Avila...Sn Luis Obspo-8-F-2
District Electrician
Tank Farm.....Sn Luis Obspo-4-F-12
District Foreman TankFarm.Sn Luis Obspo-4-F-4
District Storekeeper
Tank Farm.Sn Luis Obspo-4-F-11
Machine Shop Tank Farm..Sn Luis Obspo-4-F-3
Pump Station Tank Farm..Sn Luis Obspo-4-F-22
Refinery OceanoRd.....Aroyo Grnde-229-F-2
Shiploading Terminal
Port Sn Luis.Sn Luis Obspo-8-F-3
Shandon Pump Station
Shandon.....Pso Robls-26-F-3
Santa Margarita Pump Station.S Margrita-2-J-3
Sales Division
San Luis Obispo Office
OrcuttRd.Sn Luis Obspo-64
Arroyo Grande Branch Allen..Aroyo Grnde-31
Cambria Office.....Cambria-46-W
Manager's Residence.....Cambria-46-R
Paso Robles Office 26th.....Pso Robls-658

Oils–Asphalt & Road

ADAMS OIL CO
ROAD OIL
AND
FUEL OIL
Pismo Rd.....Sn Luis Obspo 417

Oils–Fuel & Heating

ASSOCIATED OIL CO
Osos & Marsh.....Sn Luis Obspo 727-W
B & M Delivery Service 1002 Spring...Pso Robls 612
Norwalk Co The 1088 Higuera...Sn Luis Obspo-1237
If no answer call.....Sn Luis Obspo-865
NORWALK GASOLINE CO
1528 Oak.....Pso Robls 1313
RICHFIELD OIL CORP 6th&Pine.....Pso Robls-418

SHELL HEATING OILS
THE RIGHT FUEL FOR EVERY BURNER
Industrial Fuel Oil
Light Fuel Oil
Diesel Fuel Oil
Furnace Oil and Stove Oil
SHELL
"WHERE TO BUY IT"
PASO ROBLES
Shell Oil Co Inc RiversideAv.....Pso Robls-375
SAN LUIS OBISPO
Shell Oil Co Inc Poly Rd.....Sn Luis Obspo-98

SIGNAL OIL CO 1446 Spring.....Pso Robls 176-W
SIGNAL OIL CO 751 Marsh...i..Sn Luis Obspo 802
If no answer call.....Sn Luis Obspo 1636-W

Oils–Lubricating

NORWALK CO THE
1088 Higuera.....Sn Luis Obspo 1237
(See Advertisement Opposite Page)
Shell Oil Co Inc RiversideAv.....Pso Robls-375
Shell Oil Co Inc Poly Rd.....Sn Luis Obspo-98
Wasson J & M Co Vachell Ln....Sn Luis Obspo-1506

Optical Goods–Whsle & Mfrs

Optical Supply Co Tower Bldg...Sn Luis Obspo-2140

Opticians–Dispensing

BAZIN JOHN 846 Higuera.....Sn Luis Obspo 1308
Marshall's Jewelry Store
790 Higuera.....Sn Luis Obspo 597
SAN LUIS OPTICAL DISPENSARY
Glasses Repaired
846 Higuera.....Sn Luis Obspo 1308

Optometrists

Clawson Albert 1114 Garden....Sn Luis Obspo-2012
DUNLAP HAZEL PETERSON
1221Park.Pso Robls-236
Dunlap Hazel Peterson
1029 Chorro.....Sn Luis Obspo 1297
Hedgpeth Myrtle 1535 Park.....Pso Robls 352
Heidker C N 213 Valley Rd.....Aroyo Grnde-278
Leupp Francis L 724-14th.....Pso Robls 72
MARSHALL ARTHUR P
790 Higuera.....Sn Luis Obspo-597

Ores–See Mining Companies

Orthodontists–See Dentists

Orthopedic Shoes–See Shoes–Retail

Osteopathic Physicians & Surgeons and Osteopathic Physicians

Fabrick F W 778Marsh.....Sn Luis Obspo-2292
Hartwell Marion L.....Cambria-60-Y-11
KELLEY DORSEY M 722 Marsh..Sn Luis Obspo-1483
Mills Maud S S Highway.....Atascadero-103
Strahan L R 1108 Vine.....Pso Robls-327
If no answer call.....Pso Robls 213
WU H M 972 Snta Rosa.....Sn Luis Obspo 1750-W

Oysters

Morro Bay Oyster Co Morro Bay Blvd. **Morro Bay-2491**

Save time and trouble by looking in the Classified Telephone Directory first. It tells you who sells things, who mends things, who does things.

Don't Throw It Away
Things around the house you consider useless — may need only minor repairs to make them serviceable. Call a service man near you.
LOOK IN THE
Classified
TELEPHONE SECTION

Paint Dealers–Retail

ACME QUALITY PAINT & WALL PAPER STORE 862 Monterey.Sn Luis Obspo 3039
ATASCADERO HARDWARE
TrafficWy.Atascadero-133
BUILDERS MARKET 1115-13th.....Pso Robls-277
DUTCH BOY PAINTS, VARNISHES & ENAMELS
Dutch Boy White-Lead and Dutch Boy Painter Products manufactured by NATIONAL LEAD COMPANY
"WHERE TO BUY THEM"
FARMER'S HARDWARE & EQUIP CO
581 Higuera.....Sn Luis Obspo 852
HOWARD & BATES
109 Branch.....Aroyo Grnde 84
NOE'S PAINT STORE
559 Cypress.....Pismo Bch 220-M

FULLER PAINTS—
HAMMOCK CHAS & SON PAINT SHOP
N Highway.....Atascadero 176
UNION HARDWARE CO
725 Higuera.....Sn Luis Obspo 43

GRISANTI HARDWARE Highway....Atascadero 580
HAGLE-DeCOU LUMBER CO
SHighway.Atascadero-43
Hammock Chas & Son Paint Shop
N Highway.....Atascadero 176
HAYWARD HOMER T LUMBER CO
12th & Riverside.....Pso Robls 73
Johnson Paint Store Highway.....Atascadero 119-J
Noe's Paint Store 559 Cypress.....Pismo Bch 220-M

OLD COLONY PAINTS—
BRISCO HARDWARE
857 Monterey.....Sn Luis Obspo-41

PABCO PAINTS—
COOPERATIVE FARMERS SUPPLY CO INC
1311 Park.....Pso Robls 344
Pac Coast Lumber Co Of Calif
410 Branch.....Aroyo Grnde-33
PACIFIC COAST LUMBER CO OF CALIF
Sherwin-Williams & Murphy Paints
271 Higuera.....Sn Luis Obspo 1420
PASO ROBLES MERCANTILE CO
839-12th.Pso Robls-340

PITTSBURGH PAINTS—
SOUTHERN PACIFIC MILLING CO
Snta Barbara Av.....Sn Luis Obspo 2200

SAN LUIS WALL PAPER & PAINT STORE
1126 Broad.....Sn Luis Obspo-1072-R
SHERWIN-WILLIAMS PAINTS—
HEATON R C CO 803-13th.....Pso Robls-29
Storm Clarence G
13th & Newport.....Aroyo Grnde 261-F-2
TREASURE TONES & PREMIER PAINTS
Pre-harmonized Paints
Treasure Tones
"WHERE TO BUY THEM"
DISTRIBUTORS
Atascadero Hardware Traffic Wy..Atascadero-133
Pac Coast Lumber Co Of Calif
410 Branch.....Aroyo Grnde-33

UNION HARDWARE CO
725 Higuera.....Sn Luis Obspo-43

Paint Dealers–Whsle

ACME QUALITY PAINT & WALLPAPER STORE
862 Monterey.....Sn Luis Obspo 3039

DU PONT AUTOMOBILE PAINTS—
UNIVERSAL AUTO PARTS CO
969 Monterey Sn Luis Obspo-1418

PEARSON GLASS SHOP
DISTRIBUTORS FOR
LEON FINCH AUTOMOTIVE LACQUER
SPRA RITE SYNTHETIC ENAMEL
673 Higuera.....Sn Luis Obspo 1372

WESTERN STATES LACQUER & SYNTHETICS—
BROWN'S WALT ELECTRIC SERVICE
687 Pacific.....Sn Luis Obspo 97-W

WILBUR & WILLIAMS PRODUCTS—
PACIFIC MILL & MINE SUPPLY CO INC
526 Mission S F
(Toll) Call "Operator" for...Douglas 2-5921

Paint Mfrs

Sterling Paint Co
Industrial Paint-Special Finishes
6460 Hollis Emeryville
(Toll) Call "Operator" for.....Olympic 2-4418

Painters' Supplies

FARMER'S HARDWARE & EQUIP CO
581 Higuera.....Sn Luis Obspo 852
UNION HARDWARE CO
725 Higuera.....Sn Luis Obspo 43

Painting–Automobile

See Automobile Painting

Painting Contractors

ALLTON LLOYD W
Successor to Irwin Cammack
PAINTING
AND
DECORATING
1746½ Park.....Pso Robls-60-J

Bertram J R 559 Traffic Wy.....Aroyo Grnde 70-J

ALL ROADS LEAD TO
RHODES
950 CHORRO
PAINTING & DECORATING
COMMERCIAL - INDUSTRIAL
SPRAY PAINTING
Free Estimates
Call San Luis Obispo 1397
G. F. RHODES, Owner SAN LUIS OBISPO

Painting Contractors–(Cont'd)

Clark Howard E 445 High.....Sn Luis Obspo-1025-W
Ferrari L J 127 W Branch.....Aroyo Grnde 20-W

KING J L
PAINTING
INDUSTRIAL & RESIDENTIAL
ESTABLISHED 1928
2005 Spring.....Pso Robls 1155-J

KING JACK
Contractor-Brush & Spray Work
North C.....Morro Bay 4231
Kleck Leon N 1444 Vine.....Pso Robls 369-J

McCLURE DON
INTERIOR DECORATING
PAPERHANGING
GENERAL HOME & COMMERCIAL
PAINTING
WE TAKE PRIDE IN OUR WORK
San Luis Rd.....Aroyo Grnde 37-W

MINSHULL JOHN F
Painting & Paperhanging
305-14th.....Pso Robls 426-W
RHODES G F 950 Chorro.....Sn Luis Obspo 1397
(See Advertisement This Page)
Rolle F J Oceano.....Aroyo Grnde 230-F-12

ROSS FRED D
PAINTING - PAPERING
Residential Interiors and
Exteriors Only
"Particular Work for Particular People"
134 Harris.....Sn Luis Obspo-1354

WINSLOW R H
CONTRACTOR
PAINTING & PAPERHANGING
INTERIOR & EXTERIOR
Free Estimates
Neat Workmanship Guaranteed
420 Hollister.....Pismo Bch 47

Painting–Industrial

Industrial Finishing Shop 910High.Sn Luis Obspo-1407
Kitto Arthur C Mamiceto Av.....Atascadero 499-J
RHODES G F 950 Chorro.....Sn Luis Obspo 1397

Pallets–Loading

See Millwork

Paper–Building–See Building Materials

Paper Dealers

JUILLARD-COCKCROFT
230 Snta Barbara Av. Sn Luis Obspo-93

Paper–Waxed–See Paper Dealers

Paper–Whsle–See Paper Dealers

Pastry Shops

See Bakers–Retail; also Pies–Pastry

Patent Attorneys & Agents

Schroeder Harry C Central Bank Bldg Oakland
(Toll) Call "Operator" for.....Glencourt 1-6242
White George B 1095 Market S F
(Toll) Call "Operator" for.....Market 1-7065

Paving Materials

Madonna A Construction Co
581 Higuera.....Sn Luis Obspo 3020

ROSELIP WALTER B
ASPHALT & ASPHALT PRODUCTS
ASPHALTIC PLANT MIX
ROCK & SAND
GRADING & PAVING
Ferrocarril Rd.....Atascadero-20
If no answer call.....Atascadero-245-W
If no answer call.....Sn Luis Obspo-785
If no answer call.....Sn Luis Obspo-211-W

Peanuts–See Nuts–Edible

Pest Control

See Exterminating; also Termite Control

Pet Shops

Hazel's Pet House
1629 Johnson Av.....Sn Luis Obspo 962-W

Petroleum Products

General Petroleum Corp Of Calif
Plant & General Office Foothill Blvd &
California Blvd.....Sn Luis Obspo-1880

Phonograph Records–Retail

BROWN'S MUSIC STORE
717 Higuera.....Sn Luis Obspo 1278
DUBIN'S BOOK & MUSIC SHOP
995 Higuera.....Sn Luis Obspo 676
EKEGREN'S HOME FURNISHINGS
420-5th.....Morro Bay 2792
House Of Appliance & Elec Sales & Service
1226 Park.....Pso Robls 1304
KRAMER'S 1325 Park.....Pso Robls 385
Long E E Piano Co 777 Marsh.....Sn Luis Obspo 506
MISSION RADIO CO
882 Monterey.....Sn Luis Obspo 2400

Phonographs–Coin Operated

O K MUSIC CO 1129½ Monterey..Sn Luis Obspo 703
POLIN BURT W 974 Monterey...Sn Luis Obspo 2370

Photo Finishing–Retail

CAL PHOTO SUPPLY
692 Higuera.....Sn Luis Obspo 773
CAMERA SHOP 1036 Chorro....Sn Luis Obspo 1748
Louis Photo Studio 1017 Chorro....Sn Luis Obspo 371
Photographers The 1225 Spring....Pismo Bch 284-M

Photo Finishing–Whsle

Louis Photo Studio 1017 Chorro...Sn Luis Obspo 371

Photographers–Commercial

Evans Camera Exchange 1428 Spring..Pso Robls 442
McLAIN STUDIO OF PHOTOGRAPHY
970 Chorro.....Sn Luis Obspo 2247
(See Advertisement This Page)
Shannon's Photo Service
1223 Riverside Av.....Pso Robls 536
Stevens Studio 1105 Spring.....Pso Robls 1121
Wilkins Studio 101 Hwy.....Atascadero 158

Telephone service is one of the unifying forces of the nation.

McLain STUDIO of PHOTOGRAPHY
• AERIAL
• COMMERCIAL
• PUBLICITY
• WEDDINGS
Studio & Church
• BABIES
• PORTRAITS
• FAMILY GROUPS
CALL
SAN LUIS OBISPO
2247
Residence 1938-M
We Photograph
Any Thing - Anywhere - Any Time
970 CHORRO

OUT of the
DISCARD
A few minor repairs on that discarded article will restore its life of usefulness and convenience. You'll find the man who can help you listed in the
Classified
TELEPHONE
SECTION

PHOTOGRAPHS

STEVENS STUDIO

- WEDDINGS
- FAMILY GROUPS
- BABIES & CHILDREN
- SCHOOL PORTRAITS
- COMMERCIAL
- AERIAL MAPS
- PUBLICITY • NEWS

(Moderate Prices)

PASO ROBLES
1121

Formerly THE CAMERA SHOP

1105 Spring
at the Paso Robles Inn
ELLEN & DAVE STEVENS

Photographers–Portrait

Arroyo Grande Photographic Studio
Fair Oaks.....Aroyo Grnde 151-F-4

DIXIE STUDIO
B. E. & JEAN M. FELTS
GENERAL PHOTOGRAPHY
AT YOUR HOME - BUSINESS
OR IN OUR STUDIO
GIFTS OF DISTINCTION
131 Branch.....Aroyo Grnde 28-W

Gainsborough Studio
864 Higuera.....Sn Luis Obspo 1541
LOUIS PHOTO STUDIO
1017 Chorro.....Sn Luis Obspo 371
Morro Photo Shoppe 842 Main.....Morro Bay 3351
Sears' Studio Highway.....Atascadero-238-W
STEVENS STUDIO 1105 Spring.....Pso Robls 1121
(See Advertisement This Page)

WILKINS STUDIO
WEDDINGS - PETS
FAMILY GROUPS
COMMERCIAL PRINTING
101 Highway.....Atascadero 158

Please make sure your telephone receiver is on the hook when it is not in use. Anything that causes the receiver to be out of place interrupts your service—perhaps causes you to lose calls that are important.

When Looking For a Dealer
In YOUR NEIGHBORHOOD

Time and effort may be saved if the article or service you want to buy can be found in your neighborhood. You'll find the location of your neighborhood dealer when you

Look in the

Classified
TELEPHONE SECTION

The Yellow Pages Tell "Where To Buy It"

Photographic Equipment & Supplies–Retail

CAL PHOTO SUPPLY
692 Higuera.....Sn Luis Obspo 773
(See Advertisement This Page)
CAMERA SHOP 1036 Chorro....Sn Luis Obspo 1748
(See Advertisement This Page)
EVANS CAMERA EXCHANGE
1428 Spring.....Pso Robls 442
(See Advertisement This Page)
SHADOW ARTS STUDIO
Wickenden Bldg.....Sn Luis Obspo 431

Other members of your household may be identified in the community by means of additional listings in the Telephone Directory.

PHOTO SUPPLIES

★ Still Cameras & Accessories
★ Movie Cameras & Projectors
★ Dark Room Equipment

DEVELOPING - PRINTING
ENLARGING
OVER-NIGHT SERVICE

CAL PHOTO SUPPLY

PHONE
SAN LUIS OBISPO
773

692 Higuera San Luis Obispo

&
Incidentally

Prompt answering of a telephone's ring is thoughtful, courteous—and good business.

THE PACIFIC TELEPHONE
AND TELEGRAPH COMPANY

Cameras

PHOTO SUPPLIES
DEVELOPING - PRINTING

KODAK - ARGUS - ANSCO
GRAFLEX

MOVIE CAMERAS & PROJECTORS
MOTION PICTURE SUPPLIES

THE CAMERA SHOP

Call San Luis Obispo
1748

1036 CHORRO ST.

Phone
PASO ROBLES
442

We Give S & H Green Stamps

- Over-Night Film Service
- Movie & Still Cameras
- Sound & Silent Projectors

Revere - Eastman - Ansco
Graflex - Argus - Keystone
and Others

Dark Room Supplies

EVANS
CAMERA EXCHANGE
1428 SPRING
BY HI-HO THEATRE

Physical Therapists

Greene Sanford M 856 Price.....Pismo Bch 190

Physicians' & Surgeons' Exchanges

Physicians Exchange Service
887 Nipomo.....Sn Luis Obspo 1763

Physicians & Surgeons M. D.

Amsel R
Eye Ear Nose & Throat
1114 Marsh.....Sn Luis Obspo 710
Residence 1956 McCollum....Sn Luis Obspo 2990
Bearg Philip A
Pediatrics
990 Pacific.....Sn Luis Obspo 3041
Blair Edw
Surgery & Obstetrics
522-13th.....Pso Robls 75
Nights & Sundays call.....Pso Robls 75
If no answer call.....Pso Robls 231
Bossert Robt H 1305 Vine.....Pso Robls 50-W
If no answer call.....Pso Robls 50-R
Burnight E R 446 Hollister.....Pismo Bch 148
Butler W D
Eye-Ear-Nose & Throat
1126 Garden.....Sn Luis Obspo-196
Cookson H N 154 Traffic Wy.....Aroyo Grnde-100
County Health Dept 12th&Pine.....Pso Robls-547
Crew Deon A Marsh & Garden.....Sn Luis Obspo 244
Residence.....Sn Luis Obspo 633
If no answer call.....Sn Luis Obspo 619
Dunklee Geo K
Surgery
990 Pacific.....Sn Luis Obspo 3041
Durant Leland P 1221 Park.....Pso Robls 1404
Elvin John H 241 Pomeroy Av.....Pismo Bch 330
French Edison A
General Surgery
1170 Marsh.....Sn Luis Obspo 478
If no answer call.....Sn Luis Obspo 2827
French George O
Anesthesia
1170 Marsh.....Sn Luis Obspo 478
If no answer call.....Sn Luis Obspo 2827
Gaebe L C
Internal Medicine
1215 Chorro.....Sn Luis Obspo 1782
Residence.....Sn Luis Obspo 2241
Gorrilla L Vincent 1114 Marsh....Sn Luis Obspo 710
Hagen Horace
Internal Medicine
1215 Chorro.....Sn Luis Obspo-1782
Residence.....Sn Luis Obspo 1773
Hagen Treadwell Sherman & Gaebe
1215 Chorro.....Sn Luis Obspo 1782
Ham Kenneth Norfolk.....Cambria 80-Y-21
Kelker G D
Eye Ear Nose & Throat
6th & Pacific.....Cayucos 67
Kennedy Chas R 522-13th.....Pso Robls-31
If no answer call.....Pso Robls-75
Kotin Paul
Internal Medicine
990 Pacific.....Sn Luis Obspo 3041
Maher Edw J 784 Marsh.....Sn Luis Obspo 2412
McGarvey H Entrada Av.....Atascadero-116
Residence Sn Gabriel Rd.....Atascadero-46
Middleton Joseph G
Obstetrics & Gynecology
990 Pacific.....Sn Luis Obspo 3041
Oberson E C Marsh & Garden...Sn Luis Obspo 244
Residence.....Sn Luis Obspo 619
If no answer call.....Sn Luis Obspo 633
Pearman R O
Surgery & Urology
1008 Palm.....Sn Luis Obspo-2822
If no answer call.....Sn Luis Obspo-1331
Ragsdale F F 1110 Vine.....Pso Robls 24
If no answer call.....Pso Robls 6 C
Ranson John R 1124 Garden.....Sn Luis Obspo-82
Schultz C E 749-6th.....Morro Bay-3361
Scow Jim 717-12th.....Pso Robls 791
Residence.....Pso Robls 660

Physicians & Surgeons M. D.–(Cont'd)

Sherman Edward C Jr
Obstetrics & Gynecology
1215 Chorro.....Sn Luis Obspo-1782
Residence.....Sn Luis Obspo 2043
Singleton Virginia A
Limited To Obstetrics & Gynecology
1170 Marsh.....Sn Luis Obspo 73
If no answer call.....Sn Luis Obspo 478
If no answer call.....Sn Luis Obspo 2827
Smith Jas Barry 781 Marsh....Sn Luis Obspo 1411
Residence.....Sn Luis Obspo 1652
Sobey G L 1104 Vine.....Pso Robls 55-W
If no answer call.....Pso Robls 55-R
Swartout Hubert C
Bank Of Amer Bldg.....Aroyo Grnde-132-W
Treadwell R T
Surgery
1215 Chorro.....Sn Luis Obspo-1782
Residence.....Sn Luis Obspo 1062
Walters H S 759 Monterey.....Sn Luis Obspo 26-J
Walters Richard D Entrada Av.....Atascadero 142
If no answer call.....Atascadero 284
Werbel E W
Limited To Traumatic & General Surgery
1170 Marsh.....Sn Luis Obspo 73
If no answer call.....Sn Luis Obspo 478
If no answer call.....Sn Luis Obspo 2827
Wical Elvin A
Gen Medicine-Surgery-Obstetrics
1325 Chorro.....Sn Luis Obspo 246
Residence 976 Buchon.....Sn Luis Obspo 3130
Woodbridge John H
Limited To Internal Medicine
1170 Marsh.....Sn Luis Obspo 478
If no answer call.....Sn Luis Obspo 73
If no answer call.....Sn Luis Obspo 2827

Physicians & Surgeons–Osteopathic

See Osteopathic Physicians & Surgeons and Osteopathic Physicians

FOUR THOUGHTFUL ITEMS OF TELEPHONE PROCEDURE—

1. Please answer promptly.
2. Please be on the line when the party you want answers.
3. Please speak distinctly and without hurrying, with the lips close to the mouthpiece.
4. Please replace the receiver gently when through talking.

To Find an Authorized
Sales and Service Dealer
When you want the "genuine" in a nationally-advertised product or service
LOOK IN THE
YELLOW PAGES
They Tell "Where to Buy It"

Pianos–Dealers

KIMBALL PIANOS—
LONG E E PIANO CO
777 Marsh.....Sn Luis Obspo 506

LESTER PIANOS—
LONG E E PIANO CO
777 Marsh.....Sn Luis Obspo 506

Long E E Piano Co 777 Marsh....Sn Luis Obspo-506

Pianos–Tuning & Repairing

BROWN'S MUSIC STORE
717 Higuera Sn Luis Obspo-1278

THORNE AL
PIANO TUNING
Repairing - Regulating - Demothing
Estimates Given
EXPERT WORKMANSHIP GUARANTEED
1867 Fixlini.....Sn Luis Obspo 698

Picnic Grounds

RED BARN
Barbecue Pit-Dance Hall
See Canyon.....Sn Luis Obspo 18-R-12

Pies–Pastry

BRADLEY R H PIES 1804 Osos...Sn Luis Obspo 861
Peerless Bakery 584 Higuera....Sn Luis Obspo-319
Pine Crest Bakery Highway.....Cambria 75-R

Pipe Welding–See Welding

Planing Mills–See Millwork

Planographing–See Printers

Plant Food–Concentrated–See Fertilizers

Plasterers

Harsh F Elmer 1745 Pine.....Pso Robls 278-J

At times there may be a delay before you get the operator. That's because never have so many people made so many telephone calls as today. Our operators are doing all they can to provide the prompt and courteous service you have been accustomed to.

HANDY MAN or SPECIALIST
You're almost certain to find the person or firm to do the job you want done when you
LOOK IN THE
Classified
TELEPHONE SECTION

Plastic Products–Whsle & Mfrs

SERVICE INDUSTRIES INC
1970 Carroll Av S F
(Toll) Call "Operator" for.....Delaware 3-2073
(See Advertisement This Page)

Plating

DARTT MFG CO
Chromium & Silver Plating
1222-42d Av Oakland
(Toll) Call "Operator" for.....Andover 1-9384

MATHEWS MONUMENT CO & PLATING SERVICE
METAL PLATING OF ALL KINDS
Silver - Chromium - Nickel - Tin
Copper - Brass - Cadmium - Etc.
354 Higuera.....Sn Luis Obspo 1647-J

Good neighbors are considerate party-line users. Remember these party-line golden rules:

- Space your calls instead of making several of them without a break.
- Talk only as long as you have to on each call.
- When you finish talking replace the receiver properly.
- Make certain, if you are using a dial telephone, that the line is clear to receive your call.
- Ask your youngster not to monopolize the telephone.

FABRICATORS OF
MASONITE PRESDWOOD
CUT TO SIZE, BENT, DRILLED PUNCHED, LAMINATED AND SHAPED TO SPECIFICATIONS
FORMICA
TABLE TOPS FOR EVERY PURPOSE
COMPLETE LAMINATING & ASSEMBLY DEPTS.
Use Our Engineering and Designing Service
CALL OR WRITE
(Toll) Call Operator for
Delaware 3-2073
Service Industries, Inc.
1970 Carroll Ave. San Francisco, Calif.

TO BE HEARD clearly
. . . please speak directly into the Telephone with your lips just clearing the mouthpiece.

PLUMBING AND HEATING

REPAIRS

WE HANDLE ALL TYPES
FIXTURES & SUPPLIES

Electrical Work

Paso Robles 1032

F.D. COOK

Nights call Paso Robles 23-F-2

1032 Pine

PLUMBER & ELECTRICAL CONTRACTOR

REPAIR WORK

All Types Water Heaters

- HOUSING SEWERS
- GAS & OIL FURNACES
- PUMPS

PASO ROBLES 130-W

F. L. CRAIG

SHEET METAL & PLUMBING

Emergency Call 586-R 1224 PINE

PLUMBING
AND
REPAIRING

CESSPOOL SERVICE

Pumped & Installed

Paso Robles 1036-W

ROY COALWELL

2029 PINE

Plumbers

BETTER PLUMBING CO
Jobbing Our Specialty
1126 Chorro ..... Sn Luis Obspo-1383

BLAKE R 220-16th ..... Pso Robls 1117

BURT JAS R
PLUMBING & REPAIRS
WATER HEATERS - FURNACES
STEAM - GAS
Prompt Service
JAMES R. BURT
Bridge ..... Cambria 66

Cheda Archie A Foothill Blvd ..... Sn Luis Obspo-707
Clark's Plumbing Highway Atascadero-30

COALWELL ROY 2029 Pine ..... Pso Robls 1036-W
(See Advertisement Opposite Page)

COOK F D PLUMBER & ELECTRICIAN
1032 Pine. Pso Robls-1032
(See Advertisement Opposite Page)

CRAIG F L SHEET METAL & PLUMBING
1224 Pine ..... Pso Robls 130-W
(See Advertisement Opposite Page)

DIXON HARRY E
PLUMBING
&
HEATING
Ask For Louis Furtado
For Sheet Metal Work
Orcutt Rd. ..... Sn Luis Obspo-1682-M

Fuller J E Grover City ..... Aroyo Grnde 144-F-3

HUGHES PLUMBING & REPAIR
361 Pismo ..... Pismo Bch 74
(See Advertisement This Page)

KEENE'S PLUMBING & HEATING SERV
Our Trucks Equipt For Any Emergency
Any Time - Any Place - Any Day
Designing - Modernizing --Installing
See Our Large Assorted Display
All Types of Fixtures & Supplies
State Licensed Contractor
618-12th ..... Pso Robls 655-J

Kurfess C A Highway ..... Cambria 98-W

MACK'S PLUMBING SHOP
C R McAdams Repair Expert
745 Pine ..... Pso Robls 1329-W
Mack's Plumbing Shop
1030 Nipomo ..... Sn Luis Obspo 2319-J

McBRIDE SHEET METAL WORKS
1023 Nipomo. Sn Luis Obspo-337
(See Advertisement This Page)

(Continued Next Page)

McKELVEY'S
PLUMBING & HEATING

General Repair Service

WATER HEATERS
AND
FLOOR FURNACES
INSTALLED

Phone Atascadero 394

H. B. McKELVEY, *Owner*
LICENSED CONTRACTOR
Highway Atascadero

MODERN
PLUMBING

STATE LICENSED
PLUMBING CONTRACTOR

PHONE
Paso Robles 143-W

CLYDE S. NANCE

1701 RIVERSIDE

HUGHES PLUMBING
AND
REPAIR SERVICE

361 PISMO ST.
Phone Pismo Beach 74

McBRIDE Plumbing & Repairing

Hot Water Heaters
Floor Furnaces
Sheet Metal Work
Ventilators
Skylights
Drains - Gutters
Sinks

Phone
San Luis Obispo 337
Nights, Sundays & Holidays Call
San Luis Obispo
2217-J

1023 Nipomo SAN LUIS OBISPO

Plumbers–(Cont'd)

McKELVEY'S PLUMBING & HEATING
Highway ..... Atascadero 394
(See Advertisement Preceding Page)
NANCE CLYDE S 1701 Riverside.. Pso Robls 143-W
(See Advertisement Preceding Page)
RAMAGE W C BILL 621 High. Sn Luis Obspo 2386-W
Roberts Earl S 445-5th ..... Morro Bay-2821
SHAMEL'S HARDWARE & PLUMBING SHOP ..... Cambria 36
Simmons A J 1221 Olive ..... Pso Robls 625-W
SMEE'S PLUMBING & HEATING SHOP
1302 Osos. Sn Luis Obspo-766
Willhoit A H Highway ..... Templtn 2561

Plumbers' Supplies–Retail

AL'S PLUMBING SUPPLY
415 Cypress ..... Pismo Bch 333-W
BRISCO HARDWARE 857 Monterey. Sn Luis Obspo 41
Huston Plumbing Supply 1338 Railroad. Pso Robls 361
Willhoit A H Highway ..... Templtn 2561

A thoughtful party-line user answers her telephone bell promptly . . . places her own calls accurately, so that they do not have to be placed again . . . does not monopolize the telephone at the inconvenience of others . . . teaches children, too, the little telephone kindnesses . . . and when her telephone is not in use, sees that it is hung up.

POULTRY & EGGS

WHOLESALE DISTRIBUTOR & RECEIVER

PHONE
PASO ROBLES 298

WM. BADER
12TH & RIVERSIDE

To Find Someone
IN YOUR NEIGHBORHOOD
WHO SELLS IT
Looking for someone close by who sells or has a service you want will be easy when you
LOOK IN THE
Classified
TELEPHONE SECTION

Plumbers' Supplies–Whsle

WORTHINGTON PLUMBING SUPPLY
WHOLESALE ONLY
DISTRIBUTOR FOR BULLDOG BRAND COPPER WATER PIPE
PRODUCT OF PHELPS DODGE
1604 Morro ..... Sn Luis Obspo 2289

Podiatrist–See Chiropodists

Pop Corn–Whsle

Keystone Products Co 1127-57th Av Oakland
(Toll) Call "Operator" for ..... Kellog 2-1671

Poultry Dealers–Retail

BADER WM 12th & Riverside ..... Pso Robls 298
BARBA MIKE 1302-21st ..... Pso Robls 1057-W
Bognar's Poultry Ranch
Fair Oaks ..... Aroyo Grnde 228-F-2
Buchman's Poultry 32 N Vine ..... Pso Robls-1094-W
Close A A Grand Av & 14th .... Aroyo Grnde 223-F-2
Cornell Danl J Traffic ..... Atascadero 235-W
Grimes N O Grand Av ..... Aroyo Grnde 136-F-21
Henderson Merle Halycon ..... Aroyo Grnde 135-F-3
Hessick Poultry S Highway ..... Atascadero 251-W
Pierce Geo H S Highway ..... Atascadero 109-W
Roberts Lee Jr Coromar Atascadero-301-M
SUNICAL LAND & LIVESTOCK DEPT
Piedra Blanca Ranch ..... Cambria 91

Poultry Dealers–Whsle

BADER WM 12th & Riverside ..... Pso Robls 298
(See Advertisement This Page)
Beecham Thos Fair Oaks ..... Aroyo Grnde 228-F-3
Calif Turkey Growers Assn Traffic Wy Atascadero-166
Elster Grove E Oceano ..... Aroyo Grnde 234-F-21
Fagerbourg C B S 101 Hwy ..... Nipomo 2291

HESSICK POULTRY
WHOLESALE DISTRIBUTOR
For
EGGS - POULTRY - TURKEYS
S Hwy ..... Atascadero 251-W

SEITZ PRODUCE CO
RETAIL & WHOLESALE
CHICKENS - DUCKS - GEESE - TURKEYS
EGGS
FRUITS AND VEGETABLES
Coromar Av. ..... Atascadero 295-J

SUNICAL LAND & LIVESTOCK DEPT
Piedra Blanca Ranch ..... Cambria 91
Teague R E Fair Oaks ..... Aroyo Grnde 137-F-22

Poultry Equipment & Supplies

Becker H D 110 California Blvd... Sn Luis Obspo 587
Farmer's Alliance Bus Assoc
Main Plant & Office 945 Riverside... Pso Robls-115
Plant No 2 6th & Riverside ..... Pso Robls-724

Poultry Picking

Barba Mike 1302-21st ..... Pso Robls 1057-W

The oldest of all the telephone industry's traditions is service.

Prefabricated Structures

LIVINGSTON E C CO 13th & Railroad.. Pso Robls 22

Presswork–See Printers

Printers

Cambrian Press The Cambria-31
Herald Recorder 309 Branch. ..... Aroyo Grnde-21
HILL'S OFFSET PRINTING CO
1131 Chorro. Sn Luis Obspo-1727
Litho-Art Shop 1819B Osos.. Sn Luis Obspo 3033-W
PASO ROBLES JOURNAL
R M Douglas
709-12th ..... Pso Robls-362

PRESS ADVERTISER CO
GOOD
PRINTING PROMPTLY
Business Cards - Letterheads
Standard Forms for All Businesses
Publishers "The Press" Semi-Weekly
1212 Pine ..... Pso Robls-102

Preuss Press 981 Osos. ..... Sn Luis Obspo-1176

REPORTER THE
Commercial - Social
PRINTING
Quick Reliable Service
WEDDINGS BUSINESS FORMS
LLOYD E. TIERNAN
971 Osos. ..... Sn Luis Obspo 3188

SHADOW ARTS STUDIO
Off Set And Letterpress
Wickenden Bldg. ..... Sn Luis Obspo-431
TELEGRAM PRESS
C C Colyer
1240 Morro. ..... Sn Luis Obspo 1399

Produce

See Specific Kinds, i.e., Eggs Headings; Fruits & Vegetables Headings; Poultry Dealers Headings; Etc

Public Stenographers

See Stenographers–Public

Publishers

ATASCADERO NEWS N Highway... Atascadero 100
Cambrian Press The. Cambria-31
Herald Recorder 309 Branch ..... Aroyo Grnde-21
Paso Robles Journal 709-12th ..... Pso Robls-362
Pismo Times 434 Cypress ..... Pismo Bch-71
PRESS ADVERTISER CO 1212 Pine.. Pso Robls-102
REPORTER THE 971 Osos ..... Sn Luis Obspo 3188
Sun The 5th & C ..... Morro Bay 2652
Telegram-Tribune Co 1240 Morro.. Sn Luis Obspo-900

Telephone men in all parts of the Bell System have had long experience in working together. Tools, equipment, methods of tackling the job and the "language of the business" are the same north or south, east or west. This nationwide unity of method and spirit means a telephone service of the utmost dependability.

Pumps

BERKELEY PUMPS

A SIZE FOR EVERY NEED
ONLY ONE MOVING PART
BERKELEY AUTOMATIC WATER SYSTEMS

"WHERE TO BUY THEM"

COAST COUNTIES PUMP & ELECTRIC CO
829-13th ..... Pso Robls 189
HEWITT H ..... Templtn 2361
Standard Motors & Equipment
1700 Monterey ..... Sn Luis Obspo 3146

FAIRBANKS MORSE PUMPS—
COOPERATIVE FARMERS SUPPLY CO INC
1311 Park ..... Pso Robls-344
FARMER'S HARDWARE & EQUIP CO
581 Higuera ..... Sn Luis Obspo 852

FARMER'S HARDWARE & EQUIP CO
581 Higuera ..... Sn Luis Obspo-852
Philpott George M Co 1160 Bryant San Francisco
(Toll) Call "Operator" for ..... Hemlock 1-5475

TOMASINI A E
PUMPS
WATER WELLS
JOHNSTON DEEP WELL PUMPS
Pressure Systems - Centrifugals
Sales & Service
1922 Johnson ..... Sn Luis Obspo-1424

Willhoit A H Highway ..... Templtn 2561

Pumps–Repairing

Roach C L Windmill & Pump Repair Serv
515 Spring ..... Pso Robls-413-W
Smith Frank B 579 Marsh .... Sn Luis Obspo 1993-J
Tomasini A E 1922 Johnson ..... Sn Luis Obspo 1424

Radiator Repairing–Automobile

See Automobile Radiator Repairing

Radiators–Cooling

Claassen's Radiator Shop
1534 Spring ..... Pso Robls 909-W

Your directory offers you a Personal Telephone List in the front of the book. By keeping a list of numbers frequently called, you can save time and effort.

SHOP IN THE YELLOW PAGES
Whenever you want information about an article, a service or a certain business
LOOK IN THE
Classified
TELEPHONE SECTION

DANIELS & BOVEE

★ ★ ★ ★

Authorized Sales & Service

PHILCO - MOTOROLA
PACKARD BELL

RADIO COMBINATIONS
PUBLIC ADDRESS SYSTEMS
SOUND EQUIPMENT

Expert Repairs on All Makes

SAN LUIS OBISPO 1335

647 HIGUERA STREET

National Union Radio Service is a nation-wide organization of selected, independent Service Dealers, authorized to handle National Union Radio Tubes and Service products

RADIOS
SALES & SERVICE
STEWART-WARNER
BENDIX • ARVIN
RECORDIO • RECORDERS
J. F. HICKENBOTTOM
& SONS
Phone San Luis Obispo 609
Two Locations
745 Higuera Street
and Corner of Broad & Pismo Sts.

Radio! SALES AND SERVICE
ARVIN HOME RADIOS
PHILCO & MOTOROLA AUTO RADIOS
McCLURE'S REPAIR SERVICE
San Luis Obispo 2221
2145 BROAD ST. SAN LUIS OBISPO

Radio Broadcasting Companies & Stations

K P I K Broadcasting Co
1130 Garden.....Sn Luis Obspo 3171
K P R L Radio Station 32d & Vine.....Pso Robls 204
K V E C Radio Station
Hill Mtn Vw. Sn Luis Obspo-1100
Transmitter Morro Rd.....Sn Luis Obspo-702
S L O Broadcasting Co
1130 Garden.....Sn Luis Obspo 3171

Radio Dealers

ART MESQUIT COMPLETE HOME FURNISHINGS
RCA-Philco-Zenith Radios
Bridge & Branch.....Aroyo Grnde 122
BROWN CLARENCE
Packard Bell-Majestic-Gilfillan
862 Higuera.....Sn Luis Obspo-1312
BROWN'S MUSIC STORE
717 Higuera.....Sn Luis Obspo-1278

CROSLEY RADIO-PHONO COMBINATIONS

ENJOY ALL ADVANTAGES OF RADIO, FM and TELEVISION — **CROSLEY**

Unsurpassed Radio Reception and Record Reproduction with FLOATING JEWEL TONE SYSTEM and MASTER TONE CONTROL
SALES - SERVICE

"FOR INFORMATION CALL"
DEALER
Wilcox Lou 823-12th.....Pso Robls 1507

DANIELS & BOVEE 647 Higuera.Sn Luis Obspo 1335
(See Advertisement This Page)

GENERAL ELECTRIC RADIOS—
WILCOX LOU 823-12th.....Pso Robls 1507

GILFILLAN RADIOS-PHONOGRAPHS-TELEVISION

Built in the West for Western Reception — Gilfillan RADIO — ENGINEERED BY RADAR EXPERTS

"WHERE TO BUY IT"
BROWN CLARENCE
862 Higuera.....Sn Luis Obspo 1312
WILCOX LOU 823-12th.....Pso Robls 1507

HALLICRAFTER RADIOS—
LONG E E PIANO CO
777 Marsh.....Sn Luis Obspo 506

HEATON R C CO 803-13th.....Pso Robls-29
HICKENBOTTOM J F & SONS
745 Higuera.....Sn Luis Obspo 609
(See Advertisement This Page)
House Of Appliances Elec Sales & Service
1226 Park.....Pso Robls 1304
LONG E E PIANO CO 777 Marsh...Sn Luis Obspo 506
McCLURE'S REPAIR SERVICE
2145 Broad.....Sn Luis Obspo-2221
(See Advertisement This Page)
McMAHAN FURNITURE CO
855 Marsh.....Sn Luis Obspo 1573
MISSION RADIO CO
882 Monterey.....Sn Luis Obspo-2400
(Continued Next Page)

Have you heard "The Telephone Hour" radio program recently? Guest artists of the music world bring you weekly programs of outstanding musical interest.

Radio Dealers—(Cont'd)

NATIONAL RADIO RECEIVERS

Feature Selectivity and Sensitivity for Top Performance on Short Wave - Police, Fire, Ship-to-Shore - Amateur - Aircraft and Broadcast Radio Reception. From Station after Station and Country after Country. — National EST. 1914

"WHERE TO BUY THEM"

Dow Radio Inc 1759 Colorado Pasadena
(Toll) Call "Operator" for.....Ryan 1-6445
Kierulff & Co 820 W Olympic Los Angeles
(Toll) Call "Operator" for.....Richmond 1101
Meyberg Leo J Co
2027 S Figueroa Los Angeles
(Toll) Call "Operator" for....Prospect 6011
Radio Products Sales Co Inc
1501 S Hill Los Angeles
(Toll) Call "Operator" for....Prospect 7471
Radio Specialties Co
1956 S Figueroa Los Angeles
(Toll) Call "Operator" for....Prospect 7271
Radio Television Supply Co
1509 S Figueroa Los Angeles
(Toll) Call "Operator" for...Richmond 9131
Valley Electronic Supply
1302 Magnolia Burbank
(Toll) Call "Operator" for.Charleston 6-8974
Henry Radio
11240 Olympic Blvd W Los Angeles
(Toll) Call "Operator" for.Bradshaw 2-2917

Payne's Radio Specialty
1334 Spring.....Pso Robls 562-M

PHILCO RADIOS—
EKEGREN'S HOME FURNISHINGS
420-5th.....Morro Bay 2792
McMAHAN FURNITURE CO
855 Marsh.....Sn Luis Obspo 1573

SCOTT RADIO PHONOGRAPHS—
LONG E E PIANO CO
777 Marsh.....Sn Luis Obspo 506

WILCOX LOU
General Electric-Sonora-Gilfillan
823-12th.....Pso Robls 1507

ZENITH RADIOS—
LONG E E PIANO CO
777 Marsh.....Sn Luis Obspo-506
McMAHAN FURNITURE CO
855 Marsh.....Sn Luis Obspo 1573

Radio Equipment—Marine

See Radiotelephone & Radiotelegraph Equipment; Also Radio Headings

Radio Schools—See Schools

FOUR THOUGHTFUL ITEMS OF TELEPHONE PROCEDURE—

1. Please answer promptly.
2. Please be on the line when the party you want answers.
3. Please speak distinctly and without hurrying, with the lips close to the mouthpiece.
4. Please replace the receiver gently when through talking.

Radio Servicing

BEACH RADIO & APPLIANCE SHOP
Specializing In
Radio Repairs & Elect Appliances
427 Cypress.....Pismo Bch. 111
Bryan Ray Radio Electric Service
1226 Park.....Pso Robls 654
CAMBRIA RADIO & APPLIANCE STORE
Pick Up & Delivery-Work Guaranteed
Highway No 1.....Cambria 79-W
CURRY'S IGNITION & RADIO SHOP
Free Pick Up & Dely
467 Main.....Morro Bay 4391
DERBY'S ELECTRIC SHOP
827-13th.....Pso Robls 91
(See Advertisement This Page)
FRED'S RADIO CLINIC 732-14th.....Pso Robls 336
Home Radio Service Mesa Rd.....Nipomo 2264
Long E E Piano Co 777 Marsh....Sn Luis Obspo-506
MISSION RADIO CO
882 Monterey.....Sn Luis Obspo-2400
Osborn Paul 520 Wadsworth Av.....Pismo Bch 118
PAYNE'S RADIO SPECIALTY
1334 Spring.....Pso Robls 562-M
Riffel's Radio Service 1535 Oak.....Pso Robls 347
SILVERTONE RADIO SERVICE—
SEARS ROEBUCK & CO
879 Higuera.....Sn Luis Obspo 760

Stephens Radio Service
Grover City.....Aroyo Grnde 261-F-21

Radio Supplies & Parts—Retail

See Radio Dealers

Radio Supplies & Parts—Whsle & Mfrs

ARBUCKLE JACK C 1427 Broadway Fresno
(Toll) Call "Operator" for.....Fresno 4-6556
ASSOCIATED RADIO DISTRIBUTORS
1251 Folsom S F
(Toll) Call "Operator" for....Hemlock 1-0212
Quement Frank Inc 161 W Sn Fernando Sn Jose
(Toll) Call "Operator" for.....Ballard 1824

Radio Therapy

Drown Laboratory 1254Garden...Sn Luis Obspo-1032

Radiotelephone & Radiotelegraph Equipment

MISSION RADIO CO
882 Monterey.....Sn Luis Obspo 2400

Memory plays tricks. If in doubt about a telephone number, please look it up in the Directory.

DERBY'S ELECTRIC SHOP

Phone
PASO ROBLES 91

EXPERT SERVICE ON ALL MAKES
20 Years Experience
827 - 13th Paso Robles

Rags

All-State Supply Co
Sanitary Wiping Rags-Janitor Supplies
1769 Chase Oakland
(Toll) Call "Operator" for....Twinoaks 3-2646

Railroad Companies

Port San Luis Transportation Co
157 Higuera.....Sn Luis Obspo 2678
Southern Pacific Co Oceano...Aroyo Grnde 404-F-12
Southern Pac Co 8th&Railroad.....Pso Robls-2
Southern Pacific Co Railroad Av..Sn Luis Obspo-2500
Southern Pacific Co .....S Margrita-16
Southern Pacific Railroad Co
Mercedes Av. Atascadero-268

Ranches

Afana Ranch Oak Flat.....Pso Robls 2-J-3
Biddle John F Music Rd.....Aroyo Grnde 226-F-12
Cardoza Bros.....Cambria 23-Y-23
Clarke C W Co.....Pso Robls-1-F-6
Cowell Land & Cattle Co.....S Margrita-31-F-21
Double Bar S Ranch.....Pso Robls 13-F-6
Eagle Ranch .....Atascadero 71-F 22
Estrellita Ranch .....Pso Robls-13-F-24
Fairview Almond Ranch S Highway....Pso Robls 378
Field O C Pecho Ranch OsosRd.Sn Luis Obspo-21-F-12
Hidden Valley Ranch Cayucos Rd.....Templtn 2371
Hillman Wayne Parkfield Calif
(Toll) Call "Operator" for.....Parkfield 6-F-41
Hillman's El Rancho Monterey
Subsidary of
Hillman's Key Valley Ranches
Parkfield Calif
(Toll) Call "Operator" for.....Parkfield 6-F-41
Hillman's Keys Valley Ranch.....Pso Robls 14-F-5
Hillman's Keys Valley Ranches
Cattle Foreman Hdqts-Joe I Gomes
Sn Miguel Calif
(Toll) Call "Operator" for....Sn Miguel 24-F-4
Houchin-McNeil .....Aroyo Grnde 226-F-13
Ranch No 2.....Aroyo Grnde 225-F-3
J & R Ranches Camp 8 Creston Rd...Pso Robls 6-F-5
Johnston Wayne Sn Gabriel Av....Atascadero 497-R
Ketchum E R
Los Berros Canyon.....Aroyo Grnde 224-F-13
Minetti & Soto Cotton Tail Crk Rd...Cayucos 3-Y-22
O'Dell Ralph N
Oak & Halcyon Rd.....Aroyo Grnde 145-F-2
Phelan Bros Ranch Sn Simeon Crk...Cambria 16-Y-4
Rapp Keith A Oceano.....Aroyo Grnde 135-F-22
Reyes S D Ranch No 3.....Aroyo Grnde 226-F-24
Silva Bros Huasna Rd.....Aroyo Grnde 218-F-13
Sinsheimer Bros Avilia Rd.....Sn Luis Obspo 18-J-1
Soares Bros .....Cambria 14-Y-4
Spring Ranch Shandon.....Pso Robls 1-F-13
Starfas Sam P Los Berros.....Aroyo Grnde 139-F-21
Thorndyke Bros Cayucos Crk Rd.....Cayucos 2-Y-22
White Ranch Co Shandon.....Pso Robles 1-F-3
Willow Creek Ranch Willow Crk...Pso Robles 11-F-11

• WEDGEWOOD GAS RANGES
• ROPER GAS RANGES
• MAGIC CHEF RANGES

TED DAVIES

PHONE
San Luis Obispo 436

1017 OSOS ST.
SAN LUIS OBISPO

Ranges & Stoves–Dealers

ART MESQUIT COMPLETE HOME FURNISHINGS Bridge & Branch..Aroyo Grnde 122
Brisco Hardware 857 Monterey.....Sn Luis Obspo-41

CALORIC GAS RANGES

See the new Caloric at your dealer. It's the range with ALL the features you want for easier cooking.

Caloric GAS RANGES

"WHERE TO BUY THEM"
DEALER
McMAHAN FURNITURE CO
855 Marsh.....Sn Luis Obspo 1573

CHAMBERS GAS RANGES—
LONG E E PIANO CO
777 Marsh.....Sn Luis Obspo 506

CROSLEY RANGES

COOKING'S A PLEASURE WITH A CROSLEY GAS OR ELECTRIC RANGE.
CROSLEY
Uses Natural, Manufactured or Bottled Gas.
Also see SHELVADOR REFRIGERATORS, Home Freezers, Kitchen Sinks and Cabinets
SALES AND SERVICE
"FOR INFORMATION CALL"
DISTRIBUTOR

Wilcox Lou 823-12th.....Pso Robls 1507
YOURS & MY FURNITURE STORE
1127 Broad.....Sn Luis Obspo 942

DAVIES TED 1017 Osos.....Sn Luis Obspo 436
(See Advertisement This Page)

DEARBORN HEATERS—
FRANSCIONI & DAVIS BUTANE SALES
884 N Broad.....Sn Luis Obspo 3195

FIRESTONE STORES
710 Higuera.....Sn Luis Obspo-130

FRIGIDAIRE ELECTRIC RANGES

See famous Frigidaire Electric Ranges with Radiantube Units—big, Even-Heat oven. Also, Frigidaire refrigerators, home freezers, water heaters, automatic washers, dryers and ironers.

FRIGIDAIRE
MADE ONLY BY GENERAL MOTORS

"WHERE TO CALL"
SALES & SERVICE DEALERS

HEATON R C CO 803-13th.....Pso Robls 29
LONG E E PIANO CO
777 Marsh.....Sn Luis Obspo-506

GAFFERS & SATTLER GAS RANGES

The Modern Gas Ranges for Modern Living

Gaffers & Sattler

"WHERE TO SEE THEM"

LONG E E PIANO CO
777 Marsh.....Sn Luis Obspo 506

GENERAL ELECTRIC RANGES—
McMAHAN FURNITURE CO
855 Marsh.....Sn Luis Obspo 1573
WILCOX LOU 823-12th.....Pso Robls 1507

(Continued Next Page)

Ranges & Stoves–Dealers–(Cont'd)

HEATON R C CO 803-13th.....Pso Robls-29

HICKENBOTTOM J F & SONS

ELECTRIC - GAS
L & H - CROSLEY - MAYTAG
THERMADOR - DUTCH OVEN
PRESTELINE - HARDWICK
ELECTRO MASTER - GRAND

745 Higuera.....Sn Luis Obspo 609

LONG E E PIANO CO 777 Marsh..Sn Luis Obspo 506
McMAHAN FURNITURE CO
855 Marsh.....Sn Luis Obspo 1573

OCCIDENTAL GAS RANGES

Gas Ranges That Bring New Fame to an Old Name.

Occidental
Since 1869

"WHERE TO SEE THEM"

Cline's Electric Shop
962 Monterey.....Sn Luis Obspo 13
ZEGAR FURNITURE STORE
840 Monterey.....Sn Luis Obspo 85

O'KEEFE & MERRITT GAS RANGES—
ATASCADERO HOME FURNISHINGS
Highway .....Atascadero 484-W
WILCOX LOU 823-12th.....Pso Robls 1507

TAPPAN GAS RANGES—
FRANSCIONI & DAVIS BUTANE SALES
884 N Broad.....Sn Luis Obspo 3195
SAN LUIS BUTANE DISTRS
Ensenada Av.....Atascadero 151

UNION HARDWARE CO
725 Higuera.....Sn Luis Obspo-43

WEDGEWOOD STOVES—
FRANSCIONI BUTANE SALES & SERV
2801 Spring.....Pso Robls-343
FRANSCIONI & DAVIS BUTANE SALES
884 N Broad.....Sn Luis Obspo 3195
SAN LUIS BUTANE DISTRS
Ensenada Av.....Atascadero 151

WESTINGHOUSE RANGES—
COOPERATIVE FARMERS SUPPLY CO INC
1311 Park.....Pso Robls-344

ZEGAR FURNITURE STORE
840 Monterey.....Sn Luis Obspo 85

Ranges & Stoves–Repairing

ELECTRODAY RANGE SERVICE—
SEARS ROEBUCK & CO
879 Higuera.....Sn Luis Obspo 760

PROSPERITY GAS RANGE SERVICE—
SEARS ROEBUCK & CO
879 Higuera.....Sn Luis Obspo 760

Rattan Ware–See Furniture Headings

Advertising in the Yellow Pages of the Telephone Directory is a direct way to keep your products before buyers. More and more people "Look inside the Classified" before buying.

Real Estate

ANCHOR REALTY SERVICE
515 N Broad.....Sn Luis Obspo 3035
If no answer call.....Sn Luis Obspo 1547
Anderson R E Bob
2056 Chorro.....Sn Luis Obspo 3051-W

ASHBAUGH CHAS V

REALTOR
Specializing in
Farm Lands
Cattle - Grain & Dairy
Ranches
City Business & Income Properties

981 Monterey.....Sn Luis Obspo 2791

ATASCADERO BROKERAGE CO
Traffic Wy.....Atascadero 680
BABCOCK BROKERAGE 1438 Spring..Pso Robls 606
Clifford Insurance Agency 727-13th. Pso Robls-264-W
Collins Boyd 1118 Garden.....Sn Luis Obspo 308
Conner & Waltz Highway.....Cambria 40
Cook Ward I 1118 Garden.....Sn Luis Obspo 308
CORNELIUS ELSA R NHighway.....Atascadero-300
Courtright F W Grand Av.....Aroyo Grnde 144-F-22

COVERT & LINSTRUM

LICENSED
REAL ESTATE BROKERS
Residential - Farms & Income
Properties - Business Opportunities
Insurance and Notary Public

203 Bridge.....Aroyo Grnde 110

EDWARDS JOHN W
Licensed Real Estate Broker
221 Bridge.....Aroyo Grnde 123-J

(Continued Next Page)

Specializing in
RANCH PROPERTIES
CENTRAL COAST AREA
Evans Brokerage Co.
1118 Chorro San Luis Obispo 63

REAL ESTATE

To Sell - To Buy
Specializing in
SAN LUIS OBISPO CITY PROPERTY
GEORGE G. ROSS
REALTOR
1118 CHORRO San Luis Obispo 596

Real Estate–(Cont'd)

Edwards John W 616 Cornwall..Aroyo Grnde 141-F-5
EVANS BROKERAGE CO
1118 Chorro.....Sn Luis Obspo 63
(See Advertisement Preceding Page)

FILER W A
REAL ESTATE BROKER
Business Opportunity Broker
Notary Public
214 Traffic Way.....Aroyo Grnde 158-W
Res. 206 Whiteley.....Aroyo Grnde 420-R

Fitzgerald Maurice W 852 Higuera.Sn Luis Obspo-839
Forbes Will D 1627 Spring.....Pso Robls 542
Forington N M 127Capitol.....Pso Robls-1513-J
Gee Charles E Traffic Wy.....Atascadero-333
Gilfillan Josephine K 101 Hwy.....Templtn 2312
Gist Fred L 1035 Chorro.....Sn Luis Obspo 858
GRISWOLD E R 731-12th.....Pso Robls-1510
(See Advertisement This Page)
Grover City Development Co
Ward Bldg.....Pismo Bch 165-J
Henderson Brokerage Co Highway....Atascadero-194
Henry Orpha 436 Pomeroy Av.....Pismo Bch 113
HIER-JOHNSON-BROKERAGE
Traffic Wy.....Atascadero 690-W
Hillman J Homer 11 W Fresno.....Pso Robls 335
HYDE MURIEL S 731-12th.....Pso Robls 1510
JONES B F MRS
Office-Fair Oaks District-Arroyo Grande
.....Aroyo Grnde 211-F-5
KAISER ALVIN R 1115 Chorro..Sn Luis Obspo 2685
Kamm L W 1137 Chorro.....Sn Luis Obspo-1051
Keenan-Stevenson 1221 Park.....Pso Robls 1062

Telephone service is one of the unifying forces of the nation.

E. R. GRISWOLD - REALTOR
BUSINESS OPPORTUNITY BROKER

SPECIALIZING IN
• HOMES • RANCHES (Large or Small)
• INCOME PROPERTY
Phone Paso Robles 1510 731-12th

NOYES REALTY SERVICE
RUSSELL & EDITH S. NOYES
Realtors
RICHARD G. NOYES, *Broker*
FIREMAN'S FUND GROUP INSURANCE
CALIFORNIA COMPENSATION INS. CO.
NORTHWESTERN MUTUAL LIFE
Phone **Morro Bay 2171**
Phone **Cayucos 40**
330 - 5th St. Morro Bay

KENNEDY RALPH C 858 Marsh..Sn Luis Obspo-1900
Lawrence L W 1020Broad.....Sn Luis Obspo-121
Lewin Bernhard 792 Monterey....Sn Luis Obspo 325

LIPSCOMB JACK G
REAL ESTATE
INSURANCE
NOTARY PUBLIC
788 Price.....Pismo Bch 206-W

Lovett Lee R 1051 Price.....Pismo Bch 316-W
MACKEY JAS Andrews Hotel..Sn Luis Obspo 2510-W
Maino C A 1118 Garden.....Sn Luis Obspo 80
Mann R W Bob 1238 Spring.....Pso Robls 996
McLENNAN HUGH J
515 N Broad.....Sn Luis Obspo 3035
If no answer call.....Sn Luis Obspo 656-W
National Farm Loan Associations
1123 Garden.....Sn Luis Obspo-1386
Nelson Wm A
Stanley H Nelson
982 Monterey.....Sn Luis Obspo-2134
NORTHEY OTTO E Oceano...Aroyo Grnde 402-F-11
Noyes Realty Service 330-5th.....Morro Bay 2171
(See Advertisement This Page)

O'CONNOR WM
LICENSED REAL ESTATE
BROKER
Income - Farms - Residential
General Insurance
Notary
105 Bridge.....Aroyo Grnde 417-J

O'Donnell Wm C 133 Villa.....Sn Luis Obspo 1345
Powers Mildred J 1711 Broad..Sn Luis Obspo 2103-M
ROGERS JOHN L 1024 Nipomo..Sn Luis Obspo 3199
Rohrberg Milton C Main.....Cambria-62
Rohrberg Milton C 6th & E.....Morro Bay 4516
ROSS GEO G 1118 Chorro.....Sn Luis Obspo 596
(See Advertisement Preceding Page)

SAN LUIS BROKERAGE
WARD I. COOK - BOYD COLLINS
Real Estate - Home Service
General Contracting
1118 Garden.....Sn Luis Obspo 308

Smyer Bill 424 Pomeroy.....Pismo Bch 219
Strout Realty
Oliver & Carolyn Tweeten
S Highway.....Atascadero 123-J
Strout Realty.....Cayucos 7-Y-4
Strout Realty Co 521 Spring.....Pso Robls 461-W
Stufflebeem 1221 Spring.....Pso Robls 284-W
THOMPSON JANE R
Grand & Halcyon.....Aroyo Grnde 141-F-2
Thompson T B 1013 Chorro.....Sn Luis Obspo 1875
United Farm Agcy Portola Rd....Atascadero 219-W
Vail E L Highway.....Atascadero-239

VAN HORN OTTO B
PASO ROBLES
REALTOR
FARMS - ORCHARDS - HOMES
Next to Post Office
612-12th.....Pso Robls-1414

(Continued Next Page)

Real Estate–(Cont'd)

Vericel Helen Foothill Blvd....Sn Luis Obspo 2165-J
Vollmer Ernest 740 Higuera.....Sn Luis Obspo 700
Webb Real Estate Highway.....Atascadero 596
Weiss Wm C Main.....Cambria 84-J
Wickenden W C 1035 Chorro.....Sn Luis Obspo-858
Williams R J 625-14th.....Pso Robls-21

Refrigeration Equipment–Commercial

GENERAL REFRIGERATION SERVICE CO
2138 Spring.....Pso Robls-598
(See Advertisement This Page)
Long E E Piano Co 777 Marsh....Sn Luis Obspo-506
PASO ROBLES COLD STORAGE
2830 Spring.....Pso Robls 1301

Refrigeration Equipment–Commercial, Servicing

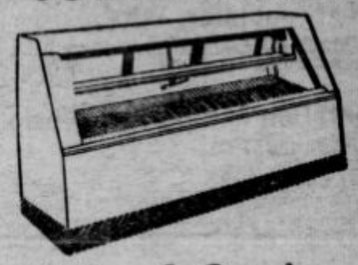
Bair L C Fair Oaks.....Aroyo Grnde 211-F-23
BONNER-POSSON REFRIGERATION SALES & SERVICE 750 Mill.....Sn Luis Obspo 356-W
(See Advertisement Following Page)
BUD'S REFRIGERATION & WASHING MACHINE SERVICE 907-12th...Pso Robls 383-W
CAMPBELL'S REFRIGERATION
532Higuera..Sn Luis Obspo-1488
(See Advertisement This Page)
CAMPBELL'S REFRIGERATION SERVICE
845-13th.....Pso Robls 1416
(See Advertisement Following Page)
General Refrigeration Service Co
2138 Spring..Pso Robls-598
MALLETT'S REFRIGERATION SERVICE
S Hwy.....Atascadero-304-W

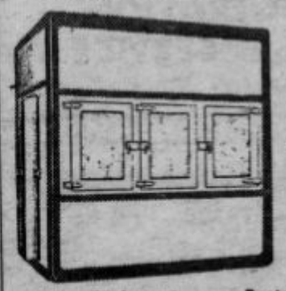
(Continued Next Page)

GENERAL REFRIGERATION SERVICE CO.

Automatic Refrigeration for Every Purpose
AUTHORIZED Frigidaire Dealer
Phone **Paso Robles 598**
B. J. PIERCY, *Proprietor*
2138 SPRING STREET
If No Answer (Toll) Call "Operator" For **Santa Maria 955**

REPAIR SERVICE
When one of the many household articles gets out of order, you will find a repair service quickly and easily when you
LOOK IN THE
Classified
TELEPHONE SECTION

REFRIGERATION
DOMESTIC AND COMMERCIAL

Sales & Service
WE REPAIR ALL MAKES
McCLURE'S REPAIR SERVICE
PHONE
SAN LUIS OBISPO **2221**
Night Call 2737-W
2145 BROAD ST. SAN LUIS OBISPO

REFRIGERATOR
SALES AND
SERVICE
Commercial & Domestic

AUTHORIZED FRIGIDAIRE SERVICE HEADQUARTERS
De Laval Dealer
• Dairy Equipment • Restaurant Equipment
• COMPLETE REBUILDING
PHONE
San Luis Obispo 1488
CAMPBELL'S REFRIGERATION
532 HIGUERA SAN LUIS OBISPO

Refrigeration Equipment–Commercial, Servicing–(Cont'd)

McCLURE'S REPAIR SERVICE
2145 Broad.....Sn Luis Obspo 2221
(See Advertisement Preceding Page)

Refrigeration Equipment–Parts & Supplies, Whsle

WURZBACH WILLIAM CO 1951 E 14th Oakland
(Toll) Call "Operator" for.....Andover 1-0217

Refrigeration Equipment–Whsle

CALIFORNIA DIST CO
If Placing An Order-Phone Us Collect
2201 E 14th Oakland
(Toll) Call "Operator" for.....Kellog 3-7544

COMMERCIAL AND DOMESTIC
Prompt Service
ALL MAKES & MODELS
REFRIGERATOR CASES
REACH-IN & WALK-IN BOXES
DISPLAY CASES - ULTRA COLD
& COPELAND REFRIGERATORS
DEEP FREEZE BOXES
WARD Floor Furnaces
San Luis Obispo 356-W
BONNER-POSSON
REFRIGERATION
SALES & SERVICE
750 MILL ST.

Campbell's Refrigeration Service
•
ELECTRIC MOTOR REPAIRING
•
KELVINATOR
REFRIGERATORS - RANGES - FREEZERS
KITCHEN UNITS - FOWLER HOT WATER TANKS
•
COMMERCIAL & DOMESTIC SERVICE
WALK-IN - REACH-IN BOXES
J. COCKRELL, *Mgr.*
845 - 13th **Paso Robles 1416**

Refrigerators–Domestic

ART MESQUIT COMPLETE HOME FURNISHINGS
AUTHORIZED DEALER FOR
PHILCO - NORGE
ELECTRIC REFRIGERATORS
HOME FREEZERS
Bridge & Branch.....Aroyo Grnde 122

BLACKWELL & CO
International Harvester Refrigerators
1134-13th.....Pso Robls 254
BONNER-POSSON REFRIGERATION SALES & SERVICE 750 Mill.....Sn Luis Obspo 356-W
CAMPBELL'S REFRIGERATION
532 Higuera.....Sn Luis Obspo-1488

CROSLEY SHELVADOR REFRIGERATORS
CROSLEY SHELVADOR GIVES YOU TWICE THE FOOD TO THE FRONT
CROSLEY
Also see smart and new Home Freezers, Ranges, Kitchen Sinks and Cabinets.
SALES AND SERVICE
"FOR INFORMATION CALL"
DISTRIBUTORS
ARROYO ELECTRIC 134 Branch.Aroyo Grnde 109
FARMER'S HARDWARE & EQUIP CO
581 Higuera.....Sn Luis Obspo 852
House Of Appliances Elec Sales & Service
1226 Park.....Pso Robls 1304
Wilcox Lou 823-12th.....Pso Robls 1507

DAVIES TED 1017 Osos.....Sn Luis Obspo 436
(See Advertisement Opposite Page)
DENISON & HOPKINS GENERAL MERCHANDISE E Branch.....Aroyo Grnde 125

FRANSCIONI BUTANE SALES & SERV
SERVEL - ELECTROLUX
GAS REFRIGERATORS
Special Repair Service
2801 Spring.....Pso Robls 343

FRIGIDAIRE REFRIGERATORS
See famous Refrigerators with current-saving Meter-Miser. Also Frigidaire electric ranges, home freezers, water heaters, automatic washers, dryers and ironers.
FRIGIDAIRE
Product of GENERAL MOTORS
"WHERE TO CALL"
SALES & SERVICE DEALERS
Atascadero Hardware Traffic Wy..Atascadero-133
HEATON R C CO 803-13th.....Pso Robls 29
LONG E E PIANO CO
777 Marsh.....Sn Luis Obspo-506

GENERAL ELECTRIC REFRIGERATORS—
McMAHAN FURNITURE CO
855 Marsh.....Sn Luis Obspo 1573
WILCOX LOU 823-12th.....Pso Robls 1507

HEATON R C CO 803-13th.....Pso Robls-29
HICKENBOTTOM J F & SONS
745 Higuera.....Sn Luis Obspo 609
(See Advertisement Opposite Page)
(Continued Next Page)

Refrigerators–Domestic–(Cont'd)

HOTPOINT ELECTRIC REFRIGERATORS—
DERBY'S ELECTRIC SHOP
827-13th.....Pso Robls 91
SAN LUIS ELECTRIC & HEATING SERVICE
715 Higuera.....Sn Luis Obspo 603

LEONARD SALES & SERVICE
Refrigerators . . .
Electric Ranges . . .
Home Freezers . . .
LEONARD
The Oldest Name in Refrigeration
"Dependable Since 1881."
"WHERE TO BUY IT"
McMAHAN FURNITURE CO
855 Marsh.....Sn Luis Obspo 1573

McCLURE'S REPAIR SERVICE
2145 Broad.....Sn Luis Obspo 2221
McMAHAN FURNITURE CO
855 Marsh.....Sn Luis Obspo 1573

PHILCO REFRIGERATOR SALES & SERVICE—
McMAHAN FURNITURE CO
855 Marsh.....Sn Luis Obspo 1573

SAN LUIS ELECTRIC & HEATING SERVICE
715 Higuera.....Sn Luis Obspo-603
If no answer call.....Sn Luis Obspo-2614
SEARS ROEBUCK & CO
879 Higuera.....Sn Luis Obspo-760
(See Advertisement This Page)

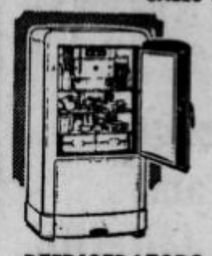
SERVEL GAS REFRIGERATOR
The gas refrigerator is silent - automatic - economical. A tiny gas flame does all the work. Refrigerating unit is unconditionally guaranteed for 10 years.
Servel
"WHERE TO BUY IT"
DAVIES TED 1017 Osos.....Sn Luis Obspo 436
FRANSCIONI BUTANE SALES & SERV
2801 Spring.....Pso Robls 343
SAN LUIS BUTANE DISTRS
Ensenada Av.....Atascadero 151

WESTINGHOUSE REFRIGERATORS—
COOPERATIVE FARMERS SUPPLY CO INC
1311 Park.....Pso Robls-344

Hear many of the world's outstanding musical artists on the Telephone Hour—N.B.C., Monday nights.

COLDSPOT Refrigerators
KENMORE WASHING MACHINES
KENMORE VACUUM CLEANERS
SILVERTONE RADIOS
Shop at Sears and Save
Sears Roebuck & Co.
879 Higuera Street **San Luis Obispo 760**

REFRIGERATORS
COMMERCIAL & DOMESTIC
COMPLETE SERVICE ON ALL MAKES
SALES & SERVICE



REFRIGERATORS - HOME FREEZERS
• Gibson • Coolerator
• Frostair • Frostmaster
• Shelvador • Gibson Upright
• Coolerator • Walk-in Boxes
PHONE
San Luis Obispo 609
J. F. HICKENBOTTOM & SONS
Two Locations
745 HIGUERA
and Corner of Broad & Pismo

SERVEL
GAS REFRIGERATORS
Natural Gas or Butane
Certified BLUE FLAME DEALER MODERN GAS APPLIANCES
TED DAVIES
MODERN GAS APPLIANCES
Phone
San Luis Obispo 436
1017 OSOS ST.
SAN LUIS OBISPO

The Tower
CAFE and COCKTAIL LOUNGE
"The Finest in Barbecue & Mixed Drinks"
DELICIOUS
STEAKS - CHOPS
SEA FOODS IN SEASON
ENJOY A COCKTAIL IN OUR FIRESIDE LOUNGE
San Luis Obispo 830
427 HIGUERA

Ranell's
Coffee Shop

"Food You'll Remember"
• Steaks
• Chops
Breakfast - Lunch - Dinner
1050 MONTEREY AVE.
San Luis Obispo 2430

Refrigerators–Domestic, Servicing

BUD'S REFRIGERATION & WASHING MACHINE SERV 907-12th.....Pso Robls 383-W
CAMPBELL'S REFRIGERATION 532Higuera.Sn Luis Obspo-1488
Campbell's Refrigeration Service
845-13th .....Pso Robls 1416
COLDSPOT REFRIGERATOR-FREEZER SERVICE—SEARS ROEBUCK & CO
879 Higuera.....Sn Luis Obspo 760
Nights Sundays & holidays
Phone .....Sn Luis Obspo 1559-W
Mallett's Refrigeration Service
S Hwy.....Atascadero-304-W

Registers–Cash–See Cash Registers

Regulators

KEENE'S PLUMBING & HEATING SERV
We Stock a Complete Line of
GENERAL - MERCOID - WATTS
MARSH - MINNEAPOLIS - HONEYWELL
PENN CONTROLS
Low & High Pressure Boiler Controls
Gauges - Regulators - Valves
618-12th .....Pso Robls 655-J

Reporters

SMITH WM T Agusta.....Sn Luis Obspo 505

Resorts

Sycamore Mineral Springs
Avila Rd. Sn Luis Obspo-8-J-12

Rest Homes–See Sanitariums

Restaurants

Abalone Cafe
Specializing In Abalone Dinners
Highway No 1.....Morro Bay 2956
Anchor
See Our Adv Under Night Clubs
Pomeroy Av.....Pismo Bch-345
Anderson Herman L 101 Cafe
1420 Spring.....Pso Robls 101

ANGIE'S CAFE
TASTY COOKED
BREAKFASTS - LUNCHES - DINNERS
SANDWICHES
24-Hours Service
Vachell Lane.....Sn Luis Obspo 2997

ANTIQUE CAFE THE
Formerly Southward's Cafe
3221 Spring.....Pso Robls 452-W
ARIZONA CAFE 562 Higuera....Sn Luis Obspo-1184
(See Advertisement Opposite Page)

AUSTINS CONFECTIONERY
MR. & MRS. CHARLES M. SIMON
Owners
Breakfast - Luncheon - Dinner
Fountain Service
Open 7 AM to 8:00 PM
Daily Except Sunday
868 Monterey.....Sn Luis Obspo-86

(Continued Next Page)

Restaurants–(Cont'd)

BANK CAFE
Good Foods
1213 Park.....Pso Robls-40-J
BEE HIVE RESTAURANT 887Monterey.Sn Luis Obspo-283
Bill's Place 537 Cypress.....Pismo Bch-114
BLUE MOON COFFEE SHOP
1226 Spring.....Pso Robls 331
BREAKER'S CAFE Market & 5th..Morro Bay 2431
BROWN GORDON C
Sandwiches-Chili-Light Lunches
Dancing On Sat Nights
Roosevelt Hwy.....Morro Bay 2872
Bud & Bill's 112 Branch.....Aroyo Grnde 285
Busi's Cafe 1122Pine.....Pso Robls-581
CAMBRIA PINES CAFE
Highway No 1.....Cambria 88-M
CANARY COTTAGE 1200 Spring.....Pso Robls-57
CANTON RESTAURANT
314 Ocean View.....Pismo Bch-302
CARLTON HOTEL Hwy.....Atascadero-177
Chili Bowl 1238 Pine.....Pso Robls 516-R
Chong's Cafe 798 Palm.....Sn Luis Obspo 1905
CIRCLE INN 6th & Main.....Morro Bay 3231
College Cafe
Foothill & Snta Rosa.....Sn Luis Obspo 3038-J
COLOMBO CAFE & COCKTAIL LOUNGE 1232 Pine.Pso Robls-365
Cooper's Restaurant 101 Hwy.....Pismo Bch 194
Corcoran's 848Higuera.....Sn Luis Obspo-176
Corky's & Danny's 1177 Marsh.Sn Luis Obspo 1964-J
Cozy Nook Cafe Main.....Morro Bay-2041
Cracker Box 6th & Main.....Morro Bay 2071
DAD'S HAMBURGER PLACE 589 Higuera.Sn Luis Obspo-2138
Dan & Angie Cafe .....Templtn 2411
DANTES
Mr Chiesa-Owner
955 Higuera.....Sn Luis Obspo 2197
DAVE'S LUNCH 1737 Snta Rosa.Sn Luis Obspo 2978
Dennis Dairy Lunch 894 Higuera...Sn Luis Obspo-711
Depot Coffee Shop Railroad Av.Sn Luis Obspo 2399-M
Dinner Gong The
Real Home Cooking
Mrs E Peterson
662 Higuera.....Sn Luis Obspo 951
Doghouse 190 Pomeroy Av.....Pismo Bch 66-W
Don's Lunch Spot 1338 Spring.....Pso Robls 43
Doughty's Cafe 101 Hwy.....Nipomo 2262
EAGLE CAFE 273 OceanVwAv.....Pismo Bch-98
ECONOMY FOUNTAIN
Clair J Hamilton Mgr
796 Higuera.....Sn Luis Obspo 2700
EDITH'S CAFE
Open 24 Hrs Per Day
882 Marsh.....Sn Luis Obspo 2650
El Mar Cafe 304 Cypress.....Pismo Bch-100
El Paso Cafe 1114 Pine.....Pso Robls 427
FIRE PLACE CAFE 540 Cypress....Pismo Bch 212
Fisherman's Club 340 Ocean Vw Av.Pismo Bch 340-W
FRANK'S CAFE 645 Higuera....Sn Luis Obspo-2158
FREITAS GEO A BANK EXCHANGE 686 Higuera.Sn Luis Obspo-1195
GARRISON'S CAFE
Open All Night
Price .....Pismo Bch-176
GEMEDA TEA ROOM
Mrs Frankie Chiesa Mgr
958 Pismo.....Sn Luis Obspo 2542-W
Godfrey's Cafe 435 Cypress.....Pismo Bch 333-M
GOLD DRAGON
Chinese And American Dishes
985 Monterey.....Sn Luis Obspo 803
Golden West Restaurant
676 Higuera.....Sn Luis Obspo 3027-J
Greyhound Interstate Restaurant
1015 Monterey.....Sn Luis Obspo 1086
H & A Cafe Pismo Hwy.....Sn Luis Obspo 2997
Hamburger Haven
Specializing In Hamburgers
1126 Snta Rosa.....Sn Luis Obspo 1343-J
Happy Jacks 6th & Main.....Morro Bay 3761
Harbor Inn Avila.....Sn Luis Obspo-8-J-2
HI-HAT CAFE 1330 Spring.....Pso Robls 477
HILLSIDE CAFE .....Cambria 11-J
HILLTOP CAFE
Bill&Hazel Hoge-Props-101 Hwy 2½ Miles
S Of Pismo Bch-½ Mile N Of Aroyo Grnde
.....Aroyo Grnde 286-F-3

HONG KONG CAFE
SPECIALIZING IN
CHINESE FOOD
AMERICAN FOOD A LA CARTE
OPEN 3 PM TO 12 MIDNIGHT
CLOSED WEDNESDAY
943 Spring.....Pso Robls 604

HOPE & LARRY'S
Mr & Mrs L A Morehouse Proprietors
Highway .....Templtn 2471
Horseshoe Cafe 998 Monterey.....Sn Luis Obspo 45
Hotel Taylor 1308 Spring.....Pso Robls 158

(Continued Next Page)

ORIGINAL MEXICAN EATS
LUPE COTA & LEO MENDEZ, *Owners*

Real
MEXICAN DISHES
• ENCHILADAS
• TACOS
• TORTILLAS
To Take Home
• TAMALES
• BARBECUE
Telephone
San Luis Obispo 1184
562 Higuera St.
ARIZONA CAFE

PAUL PERROT'S GRILL at ANDERSON HOTEL
San Luis Obispo, Calif.
When in San Luis Obispo, the place to get choice meals - expertly cooked
Splendidly served
Visit Our Cocktail Lounge
Enjoy Your Favorite Cocktail
PAUL PERROT'S
Telephone San Luis Obispo 794
1020 MORRO

MICHAEL'S RESTAURANT & SERVICE STATION
In
ATASCADERO
OFFERS
FRIED CHICKEN & STEAKS
FULL COURSE DINNERS
HOME COOKING
BY WOMEN
CLOSED THURSDAYS
1 MILE SOUTH OF ATASCADERO
ATASCADERO 493

Restaurants—(Cont'd)

IDAHO CLUB 400 Cypress.....Pismo Bch 161
J C Grill 1057 Monterey.....Sn Luis Obspo 2922
Jiffy Cafe Hwy.....Atascadero-337
JIM'S INN 1025 Morro.....Sn Luis Obspo 252
Johnny's Tavern 1216 Spring.....Pso Robls-85
JONESY'S CAFE 12th&Pine.....Pso Robls-171

K & A CAFE
SPECIALIZING IN SEAFOOD
Dinners and a la Carte Orders
Abalone So Tender - If you Can't Cut It
With Your Fork - You Don't Pay
OPEN 7 AM TO 8 PM
Hwy.....Templton 2441

KAY'S CAFE S Highway.....Pso Robls 473-J
Knotts R F Highway.....Nipomo 2451
LIVELY CAFE
North Edge Of Town
101 Highway.....Pismo Bch 303
Locust Grove Inn & Motel N Highway.Atascadero 155
LOG CABIN CAFE S Highway.....Atascadero 9
LOYD'S CAFE S Highway.....Atascadero 220-W
Lucky Spot Cafe 621 Price.....Pismo Bch-170
Lukas Place 532 Cypress.....Pismo Bch-34
Lyle's Mid-Nite Cocktail Lounge
1215 Spring. Pso Robls-798

MAC'S CAFE
Beer & Wines
Avila.....Sn Luis Obspo-1-R-2
Martha's Cafe 700 Price.....Pismo Bch 329
Mee Heng Chop Suey Shop
Chinese Food
815 Palm.....Sn Luis Obspo 1330
MICHAEL'S RESTAURANT & SERVICE STATION
S Highway.....Atascadero 493
(See Advertisement Preceding Page)
MIDGET LUNCH 1029Morro..Sn Luis Obspo-2540-J
Min & Frances Cafe 811 Price.....Pismo Bch-155-J
Mission Cafe & Bar 699 Higuera.Sn Luis Obspo-863-W
Oak Tree Inn N Highway.....Atascadero 599
Oaks Restaurant S Highway.....Pso Robles 473-W
Ocean View Cafe 925 Price.....Pismo Bch-63
OCEAN VIEW TAVERN
A W Thomas-Proprietor
Avila.....Sn Luis Obspo-8-J-3
Paradise Cafe Bridge.....Cambria 93
Park Cafe 739-12th.....Pso Robls-512
Park Cafe 1819 Osos.....Sn Luis Obspo 1318-J
Pat's 1129 Monterey.....Sn Luis Obspo 1343-R
Pat's Chicken Dinners
4th & Grand Grover City....Aroyo Grnde 144-F-5
Paul's Place.....Cayucos 22-J
PERROT'S PAUL GRILL
1020 Morro.....Sn Luis Obspo 794
(See Advertisement Preceding Page)
PILOT WHEEL
Serving Pismo's Famous Clams
Pomeroy Av.....Pismo Bch 45
PIP DRIVE IN 1020 Spring.....Pso Robls-80
Plains The 1226 Pine.....Pso Robls-86
Plessas Tavern 735Price.....Pismo Bch-90
POODLE DOG 2314 Spring.....Pso Robls 917
Quon Harry
Chinese Dishes
5th & Main.....Morro Bay 3781
RANELL'S COFFEE SHOP
1050 Monterey.....Sn Luis Obspo-2430
(See Advertisement Page 98)

REDWOOD TREE CAFE
Mr. & Mrs. C. J. Larsen-Owners
HOME COOKED MEALS
STEAKS - CHOPS
Open Daily Except Saturday
Week Days - 6 AM to 8 PM
Sundays - 8 AM to 6 PM
1254 Monterey.....Sn Luis Obspo 2050-J

REX'S PLACE AtascaderoHotel.....Atascadero-298
RITE SPOT CAFE 197 Pomeroy Av..Pismo Bch 221
Robasciotti J Cafe 1034 Morro.Sn Luis Obspo-600-W
Rock Cafe 5th.....Morro Bay 3536
Sam's Barbeque & Lounge 101 Highway.Nipomo 2481
SAN LUIS CAFE
Fine Food-Breakfast-Lunch-Dinner
1015 Chorro.....Sn Luis Obspo 881-W
SANTA MARGARITA INN Highway...S Margrita 21
Sculley's Luncheonette
2349 Spring.....Pso Robls 454-J
Shanghai Low
Good Chinese Food
830 Palm.....Sn Luis Obspo-2080-W
SHELL CAFE 1223 Price.....Pismo Bch-337
Sister's Inn
Annabelle Warren-Owner
208Higuera.....Sn Luis Obspo-155
State Cafe 1244 Pine.....Pso Robls 516-J
Sue's Coffee Shop 101 Hwy.....Pismo Bch 67-Y-12
Tasty Coffee Shop 895 Higuera....Sn Luis Obspo-847
Tony & Ed's Truck Service Cafe
Pismo Highway.....Sn Luis Obspo 1951
TOWER BARBECUE & COCKTAIL LOUNGE
427 Higuera.....Sn Luis Obspo-830
(See Advertisement Page 98)
TOWNSEND'S COFFEE SHOP&COCKTAIL LOUNGE
Edward&Margaret Madsen
990Monterey.....Sn Luis Obspo-1261
UPTOWN DRIVE-IN 1514 Spring.....Pso Robls-474
Valley Cafe Shandon.....Pismo Bch 26-F-5
Valley Grill 1231 Spring.....Pso Robls-384
Waldorf Cafe 975 Osos.....Sn Luis Obspo-1002

WALLY'S CAFE
REAL HOME
COOKED MEALS
We Specialize in
Home Made Pies - Hot Waffles
24-Hour Service Except Saturdays
Traffic Way & Bridge.....Aroyo Grnde-11-J

Warden's Cafe 1136 Carmel.....Sn Luis Obspo 1871
WHITE LUNCH
At Martinelli's Place
Highway.....Atascadero-69
WHITE SPOT CAFE
Elmer Dunbar-Owner
1524 Spring.....Pso Robls 517-W
Wilson's Drive-In 2748 Spring.....Pso Robls 492

WING'S FOUNTAIN & CAFE
SEA FOODS OUR SPECIALTY
BREAKFAST - LUNCH - DINNER
OPEN 7 DAYS A WEEK
We Have Fishing Boats For Charter
On Highway 1.....Cayucos 65-J

Young Theron 101 Cafe 1420 Spring...Pso Robls 101

Reweaving

REEVE'S B & B MENDING & WEAVING CO
Mail Garments In For Prompt Estimate
354 Hobart Oakland
(Toll) Call "Operator" for....Highgate 4-4913

Riding Apparel—Retail

ROUND UP 724-13th.....Pso Robls 1180

Rivets

Payne's Bolt Works
Since 1871 Mfrs Bolts Nuts & Rivets
201 Main S F
(Toll) Call "Operator" for.....Sutter 1-8200

Roofers

County Roof Service
Snta Barbara Av & High.....Sn Luis Obspo 1840
See Advertisement Page 102)
(Continued on Pages 101 & 102)

Johns-Manville
ROOFING
"THE STANDARD OF QUALITY FOR OVER 85 YEARS"
RE-ROOF FOR THE LAST TIME WITH ASBESTOS SHINGLES
GUARANTEED WORK
FREE ESTIMATES
Low Monthly Payments
JOHNS-MANVILLE JM PRODUCTS
KYLE COMPANY
JOHNS-MANVILLE JM PRODUCTS
HARRY KYLE, *Mgr.*
ESTABLISHED OVER 22 YEARS
Johns-Manville Roofing and Insulation
Phone **San Luis Obispo 546**
1609 OSOS ST. SAN LUIS OBISPO

SOMETHING NEW
ROOFS SPRAYED ON
A Lasting Solution to Your Roofing Problems
☆
WATERPROOF PRESERVE PROTECT YOUR ROOF
☆
Used Over Tin
Galvanized Iron
Paper - Felt
Concrete - Gravel

Frank L. Craig **Sheet Metal & Plumbing**
Telephone **PASO ROBLES 130-W**
1224 PINE

ROOFS
THAT LAST

Repaired · Recoated · Renewed

Phone San Luis Obispo 1840

JAMES QUAGLINO

COUNTY ROOF SERVICE

Since 1922

SANTA BARBARA AVE. & HIGH

Service at Any S. P. Milling Co. Office

LINOLEUM - ARMSTRONGS - ASPHALT TILE

WRIGHT'S
ROOFING SERVICE

PHONE
SAN LUIS OBISPO
1416

ROOFS OF ALL TYPES

FREE ESTIMATES

COUNTY-WIDE SERVICE

1427 Beach San Luis Obispo

Roofers–(Cont'd)

CRAIG F L SHEET METAL & PLUMBING
1224 Pine.....Pso Robles 130-W
(See Advertisement Preceding Page)
Fields F E Kings Av.....Morro Bay 3901
KYLE CO 1044 Park.....Pso Robls 160-R
KYLE CO 1609 Osos.....Sn Luis Obspo 546
(See Advertisement Preceding Page)
WRIGHT'S ROOFING SERV
1427 Beach.....Sn Luis Obspo 1416
(See Advertisement This Page)

Roofing Materials

BUILDERS MARKET 1115-13th.....Pso Robls-277
HAGLE-DeCOU LUMBER CO
SHighway.Atascadero-43
HAYWARD HOMER T LUMBER CO
12th&Riverside.Pso Robls-73
Pac Coast Lumber Co Of Calif
410 Branch.....Aroyo Grnde-33
PAC COAST LUMBER CO OF CALIF
271Higuera.Sn Luis Obspo-1420

Rooming Houses

Blair Russell H 296 Snta Rosa...Sn Luis Obspo 2981
Hudson George S 1429 Osos.....Sn Luis Obspo-1959
Kuehl Jeanne 1732 Spring.....Pso Robls-597
LeGrande Rooms 630-14th.....Pso Robls 445-W
Seaside Rooms 284 Ocean Vw Av....Pismo Bch 15-J

Rubber Stamps

Patrick & Moise-Klinkner Co 560 Market S F
(Toll) Call "Operator" for.....Exbrook 2-2641

Rubbish Hauling

SAN LUIS GARBAGE CO
1827 Broad.....Sn Luis Obspo 1672
If no answer call.....Sn Luis Obspo 1680

SHOP IN THE YELLOW PAGES

Whenever you want information about an article, a service or a certain business

LOOK IN THE

Classified
TELEPHONE SECTION

Rug & Carpet Cleaners

San Luis Sterilization&Mattress Co
See Our Adv Under Mattresses
Buchon & High.....Sn Luis Obspo-405
Tompkins Edgar L Bernardo Av....Morrow Bay 4481

Rugs & Carpets–Retail

ART MESQUIT COMPLETE HOME FURNISHINGS
THE FINEST IN BROADLOOM CARPET & RUGS - FROM THE LOOMS OF MOHAWK FIRTH - ROXBURY ARTLOOM, ETC.
Wall to Wall Installations
With Satisfaction Guaranteed
Bridge & Branch.....Aroyo Grnde 122

Atascadero Home Furnishings
Highway.....Atascadero 484-W
McMAHAN FURNITURE CO
855 Marsh.....Sn Luis Obspo 1573

WESTS HOUSE OF CHARM
FLOOR COVERINGS
YARDAGE - RUGS - LINOLEUM
DRAPERIES
1226 Osos.....Sn Luis Obspo 3080

Rigid or flexible telephone conduit can be easily and quickly installed during construction of your new home. Be sure your plans specify built-in conduit.

THE HOUSE OF

Zegar's

FINE FURNITURE

Everything for the Home

RUGS & CARPETS

- MOHAWK
- FIRTH
- KARAGHEUSIAN

SAN LUIS OBISPO
85
840 MONTEREY

Rugs & Carpets–Retail–(Cont'd)

WHITAKER'S FURNITURE
CARPETS & CARPET LAYING
LINOLEUM - ASPHALT TILE
DRAPES - VENETIAN BLINDS
UPHOLSTERING - MATTRESSES
1301 Broad.....Sn Luis Obspo 1006

YOURS & MY FURNITURE STORE
1127 Broad.....Sn Luis Obspo-942
ZEGAR FURNITURE STORE
840 Monterey.....Sn Luis Obspo 85
(See Advertisement This Page)

Safes–Dealers

Johnson Geo W Wall & Floor Safe Co
1000 E 12th Oakland
(Toll) Call "Operator" for.....Templebar 4-8742
STRADER C R 1131 Garden..Sn Luis Obspo 984-W

Safes–Opening & Repairing

STRADER C R 1131 Garden...Sn Luis Obspo-984-W

Salvage & Surplus Merchandise

Beno's Army & Navy Store
See Our Ad Under Army & Navy Goods
1019 Morro.....Sn Luis Obspo 620

Sand & Gravel

Dean Clarence H Grover City..Aroyo Grnde 148-F-13
SOUTHERN PACIFIC MILLING CO
Snta Barbara Av.....Sn Luis Obspo 2200
(See Advertisement This Page)
WEBSTER JACK
Washed River Run Gravel
Grand.....Aroyo Grnde 240-F-13

Sandblasting

MATHEWS MONUMENT CO & PLATING SERVICE
METAL - GLASS
STONE - WOOD
Cleaning - Etching - Carving
354 Higuera.....Sn Luis Obspo 1647-J

Sandwich Shops–See Restaurants

Telephone service is one of the unifying forces of the nation.

Sand & Gravel Service

SOUTHERN PACIFIC MILLING CO.
Santa Barbara Ave.
SAN LUIS OBISPO 2200

Sanitariums

CALDWELL NURSING HOME
Regstr'd Nurse All Times Chronic Cases
321-12th ..... Pso Robls 1170
GRIGSBY REST HOME Guadalupe Rd. . Nipomo 2272
San Luis Obispo County Tuberculosis Sanitarium
Johnson Av . Sn Luis Obspo-1818
SCOTT'S FAIR OAKS CONVALESCENT HOME
Chronic Cases-Home For Aged-Modern Quiet
Fair Oaks ..... Aroyo Grnde-228-F-22

Sash–See Millwork

Scalp Treatment

ELITE BEAUTY SALON
1120 Morro ..... Sn Luis Obspo 601

Scavengers–See Garbage Collection

Schools

The following types of instruction, primarily avocational in character, will be found listed under their own headings, alphabetized in accordance with the qualifying word: Aircraft Schools; Dancing Academies; Music Instruction Hdgs; Etc

AMERIVET TECHNICAL INSTITUTE
Admin Ofc Central Mall Atascadero-180
Hall Of Applied Science N Mall Atascadero-79
Arroyo Grande Public School
Valley . Aroyo Grnde-213-W
Arroyo Grande Union High School
Branch . Aroyo Grande-260
Atascadero Elementary School Atascadero-10
Atascadero Union High School Atascadero-61
Agriculture Dept Agriculture Bldg . . Atascadero 370
Avila School Avila ..... Sn Luis Obspo 16-R-2
California Polytechnic The
Poly Campus . Sn Luis Obspo-2151
Chase Hall ..... Sn Luis Obspo-1594
Dining Hall No 1 PolyCampus . Sn Luis Obspo-2061-J
Dining Hall No 2 Poly Campus . . Sn Luis Obspo-2625
Dormitory B ..... Sn Luis Obspo-1970
Dormitory E ..... Sn Luis Obspo-2945
Heron Hall ..... Sn Luis Obspo-2975
Jesperson Hall ..... Sn Luis Obspo-2490
Mariner Hall Poly Campus .... Sn Luis Obspo 2773
Poultry Plant—PolyCampus . . Sn Luis Obspo-2530
Cambria Union Grammar School ..... Cambria 70
Cayucos Grammar School Cayucos-24
Coast Union High School Cambria-1
East Santa Fe School Snta Fe Rd . Sn Luis Obspo-3-R-4
Huasna School ..... Aroyo Grnde-225-F-21
Los Osos School Osos Rd. ..... Sn Luis Obspo-1-F-13
Mission School 682 Palm ..... Sn Luis Obspo-60
Morro Bay Grammar School North C . . Morro Bay-2411
Nipomo School Price ..... Nipomo 2292
Paso Robles City Schools
Elementary School Cafeteria 17th . . . Pso Robls-6-M
Intermediate School Vine ..... Pso Robls-25
Primary School 17th&Vine ..... Pso Robls-915
2d Grade Christian Church Hall . . Pso Robls 369-W
2d Grade Methodist Church Hall . . Pso Robls 309-M
Union High School Spring ..... Pso Robls-90
Agriculture Dept 24th ..... Pso Robls-226
Wood Shop Dept Spring ..... Pso Robls-673-W
Pismo Beach Grammar School ..... Pismo Bch 151
Playhouse Nursery School
1530 Monterey ..... Sn Luis Obspo 835-J
San Luis Obispo City Schools
Emerson School Kindergarten Bldg
Nipomo ..... Sn Luis Obspo 805
Fremont School Peach ..... Sn Luis Obspo-1236
Hawthorne School Story ..... Sn Luis Obspo-2071
Jr High School Marsh ..... Sn Luis Obspo-2070
Kindergarten School Buchon . Sn Luis Obspo-1589-J
Senior High & Junior College
Marsh . Sn Luis Obspo-663

The oldest of all the telephone industry's traditions is service.

Schools–(Cont'd)

Santa Fe School Pismo Hwy .... Sn Luis Obspo 7-J-1
Santa Margarita Grammar School ..... S Margrita 8
Shandon Elementary School
Shandon ..... Pso Robls 31-F-22
Shandon High School Shandon .... Pso Robls-31-F-21
Sunnyside School Osos Rd. .... Sn Luis Obspo-20-F-21
Templeton Schools ..... Templtn 2601

Screens–Window

ALL ALUMINUM RY-LOCK TENSION WINDOW SCREEN$

Quickly installed from inside. No painting, inconspicuous, non-staining, long lasting, economical. For all double-hung windows. RY-LOCK your home and forget about screens.

RY-LOCK

"WHERE TO BUY THEM"

Pacific Coast Lumber Co Of Calif
410 Branch ..... Aroyo Grnde 33
Pacific Coast Lumber Co Of Calif
271 Higuera ..... Sn Luis Obspo 1420
Southern Pacific Milling Co
Snta Barbara Av ..... Sn Luis Obspo 2200

Second Hand Furniture

See Furniture Dealers–Used

Seeds & Bulbs–Retail

Becker H D 110 California Blvd .... Sn Luis Obspo 587
Loomis E C & Son 147 High ..... Sn Luis Obspo 1080
SAN LUIS FEED CO 305 Higuera . . Sn Luis Obspo-655
If no answer call ..... Sn Luis Obspo-1080
San Luis Nursery Pismo Hwy . . . Sn Luis Obspo-320-W

Seeds–Whsle

Waller-Franklin Seed Co
Flower Seed Producers
..... Aroyo Grnde-222-F-5

Septic Tanks

Kurfess C A Highway ..... Cambria 98-W
(See Advertisement Opposite Page)
SAN LUIS SANITATION SERVICE
1130 Leff ..... Sn Luis Obspo 1124
(See Advertisement Opposite Page)

For best results with your telephone—please make sure of the number (if in doubt, consult the Telephone Directory); then speak with lips close to the mouthpiece, using your natural tone of voice.

HANDY MAN or SPECIALIST

You're almost certain to find the person or firm to do the job you want done when you

LOOK IN THE
Classified
TELEPHONE SECTION

CHRIS KURFESS

SEPTIC TANK SPECIALIST

WE EMPTY, CLEAN, REPAIR, AND INSTALL TANKS

PHONE Cambria 98-W
Call Us Collect

PHONE Cambria 98-W
Call Us Collect

WE USE THE NOVA PUMPING SYSTEM - SEALED FROM THE SEPTIC TANK TO THE TANK ON OUR TRUCK NO ODORS - NO SLOP

There Is No Other Equipment to Compare With Ours on Wheels

When you send for us, look for the big red trucks. You'll see our California Contractors' License number on our truck—this protects you from any liability.

We have the Latest Power Driven Flexible Rodding Machines for Removing Roots from Storm Drains and Leaching Fields Without Digging Up Lines

ESTIMATES GIVEN - INSPECTION SERVICE GUARANTEED WORKMANSHIP

BOX 72 CAMBRIA

What calls
Did He
MISS?

He'll never know; for he failed to replace the receiver of his telephone.

Your calls may be important. See that the receiver is properly replaced.

THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY

SEPTIC TANKS AND CESSPOOLS PUMPED AND CLEANED

—NO ODOR—
MODERN EQUIPMENT

For Prompt Service Phone

SAN LUIS OBISPO
1124

SAN LUIS SANITATION SERVICE

JOHNNY HOLMES
DAVID L. CANET
Owners

1130 Leff San Luis Obispo

MADDALENA TIRE CO.

CHARLIE & NOEL

"At Your Service"

- BRAKE SERVICE
- WHEEL BALANCING
- LUBRICATION
- GEN. PETROLEUM
- RECAPPING
- MOTOR TUNE UP

Tires!

We've Got 'Em

FISK & MOBIL

HIGUERA & OSOS

SAN LUIS OBISPO 79

BLUE'S MOBIL SERVICE

EXPERT

Lubrication — Batteries
Washing — Accessories
Polishing — Tires
Simonizing — Recapping

CAMBRIA 79-J

CAMBRIA

Servel Gas Refrigerators

Look on "R" pages under "Refrigerators–Domestic"

Service Station Builders

INDEPENDENT IRON WORKS INC
8th & Pine Oakland
(Toll) Call "Operator" for....Templebar 2-0160

Service Station Equipment–Servicing

Brown H A
Sales & Service
1916 Johnson Av.....Sn Luis Obspo-1232

Service Stations

Agueda's Shell Service Station
101 Hwy.Aroyo Grnde-92-W
ALLEN'S WILSHIRE STATION
7th & Main.....Templtn 2771
Al's Brake Service 1175 Monterey.Sn Luis Obspo 2234
ART'S SERVICE STATION
Oceano.....Aroyo Grnde 231-F-12
Associated Oil Serv Stn
Marsh&Higuera.Sn Luis Obspo-1972
Associated Oil Serv Stn
Marsh & Osos.....Sn Luis Obspo 1914
Associated Oil Service Station
1108 Monterey.....Sn Luis Obspo 1770-W
Associated Service Station
11th&Spring Pso Robls-172
BIRKS & BIRKS CHEVRON GAS STATION
1502 Spring.....Pso Robls 615
Blue's Mobile Service Highway.....Cambria 79-J
(See Advertisement This Page)
Bob's Chevron Service 806 Spring.....Pso Robls 539
Breuklander & Son Serv Stn
Price & Dolliver.....Pismo Bch 323
Brisco Service Station
Gen Repairs-Lubrication-Tires-Batteries
147Bridge.....Aroyo Grnde-45-W
Brown G W 16th&Spring.....Pso Robls-83

BROWN GORDON C
NORWALK & TEXACO PRODUCTS
TIRES - SALES & SERVICE
Automobile Repairing - Motor Tune-Up
Roosevelt Hwy.....Morro Bay 2872

BURD CECIL H
Texaco Service
303 Cypress.....Pismo Bch 300

(Continued Next Page)

COLEMAN'S
RICHFIELD SERVICE STATION

Goodyear Tires
Goodyear Tubes
Batteries
Lubrications
Auto Repairing
Accessories

Phone San Luis Obispo **584**

316 Higuera St.

Service Stations–(Cont'd)

BUSHONG'S TEXACO STATION
Snta Rosa & Marsh.....Sn Luis Obspo 1887
Camel Oil Co S Highway.....Atascadero-236-J
CARD & HODGE SIGNAL SERVICE
Highway No 1.....Cambria 95-J
Caskey E W Main & Lee.....Cambria 25-J
Chuck's Mobil Service 1339 Spring....Pso Robls 123
COLEMAN'S RICHFIELD SERVICE STATION
316 Higuera.....Sn Luis Obspo-584
(See Advertisement Opposite Page)
Crawford & Wilson Service Station
Roosevelt Hwy.....Morro Bay 2878
Crum's Seaside Service Highway.....Templtn 2372
EMIL'S CHEVRON STATION
Palm & Morro.....Sn Luis Obspo 918-J
FULLER LOWELL D
1200 Monterey.....Sn Luis Obspo-2942
GAINES SEASIDE SERVICE STATION
5th.....Morro Bay 2826
GATLIN SHELL SERVICE STATION
Oceano.....Aroyo Grnde 230-F-22
General Petroleum Corp Of Calif Service Station
1099 Marsh.....Sn Luis Obspo-2778
GENERAL PETROLEUM SERVICE STATION
1339 Spring.Pso Robls-123

GEORGE'S STATION
GAS - OIL - ACCESSORIES
AUTO AND TRUCK REPAIRING
STEAM CLEANING
S Hwy.....Sn Luis Obspo 2398

GOULD SERVICE STATION
Bill Gould, Prop.
RICHFIELD SUPER SERVICE
Expert Lubrication - Washing & Polishing
COMPLETE AUTOMOTIVE REPAIRING
TIRES AND BATTERIES
AUTO ACCESSORIES & PARTS
5th & G.....Morro Bay 2946

Gould Service Station 5th & C.....Morro Bay 2946
GREEN'S TEXACO SERVICE STATION
Highway.....S Margrita 18-W
H & H Service Station Traffic Wy...Aroyo Grnde 423
HAMPTON'S AUTO COURT
Union Oil Products
.....Cambria 37
Heyd's Service Station
641 Higuera.....Sn Luis Obspo 1203-W
HOVE'S TEXACO SERVICE Highway..Templtn 2451
Huddleston Carl Serv Sta
15th & Spring.....Pso Robls 1420
Hughes Ben General Petroleum Service Station
600 Marsh.....Sn Luis Obspo 1963
Jim's Texaco Service Highway.....Cambria 72-M

JONES MOBILE SERVICE
LUKE JONES
EXPERT LUBRICATION
TIRES - BATTERIES - ACCESSORIES
QUICK BATTERY CHARGE
505 Higuera.....Sn Luis Obspo 823

Keffury Abe Service Station Highway...S Margrita 29
KEN'S SHELL STATION
1095 Monterey.....Sn Luis Obspo-1030
(See Advertisement This Page)
KUSTEL & SILVEIRA SERVICE STATION
Shell Products
Marsh & Osos.....Sn Luis Obspo 1073

(Continued Next Page)

NORWALK SERVICE STATION
WILLS & WELLONS, *Owners*
24-HOUR SERVICE

1088 Higuera

San Luis Obispo 1913

TIRES SALES & SERVICE
QUICK CHARGE BATTERY SERVICE
LUBRICATION - WASHING & POLISHING

24-Hour Service

LUBRICATION
GOODYEAR TIRES & TUBES
REPAIRING & RECAPPING

San Luis Obispo **1030**

KEN'S SHELL STATION

1095 MONTEREY

NORWALK SERVICE STATION

NORWALK PRODUCTS

Complete Lubrication - Tire Repairing
Battery Service - Accessories

FRED WOODLAND - Owner

Phone
Paso Robles 425

944 Spring — Paso Robles

CHEVRON SUPREME GASOLINE

R. C. BLAYLOCK & DAVE LINDEN

CHEVRON SUPREME GASOLINE
RPM MOTOR OIL
ATLAS TIRES - BATTERIES
AND ACCESSORIES

San Miguel 74

If No Answer Call 2-R-21

RONNIE'S CHEVRON SERVICE
GARAGE IN CONNECTION
ROAD SERVICE 24 HOURS
NORTH 101 HIGHWAY — SAN MIGUEL

Service Stations–(Cont'd)

LAIN & LORD DOUGLAS SERVICE STATION
DOUGLAS PRODUCTS
PENNSYLVANIA OILS
OUR SPECIALTY LUBRICATION
TIRES & BATTERIES
N Highway.....Atascadero 692

Lambert's Fair Oaks Service Station
Halcyon & Grand.....Aroyo Grnde 141-F-4
Layman's Chevron Station.....Cayucos 27
Lightfoot Union Oil Serv Stn
Halcyon & Grand Av.....Aroyo Grnde 136-F-22
Locust Grove Inn & Motel N Highway.Atascadero 155
Lucky Service Center 406Higuera.Sn Luis Obspo-1908
MADDALENA TIRE CO
Higuera & Osos.....Sn Luis Obspo 79
(See Advertisement Page 106)
Mazur Joe.....Cambria 85
McKennon H H 5th&Main. Morro Bay-3531
MEYER AND WILLETT CHEVRON SERVICE
205 Higuera.....Sn Luis Obspo 1202
Michael's Restaurant & Serv Sta
S Highway.....Atascadero 493
Monterey Court 1756 Monterey..Sn Luis Obspo 1949
Muir's Bob Signal Service Sta
15th & Spring.....Pso Robls 961
MURPHREE GURLEY A DOUGLAS SERV
1501 Spring.....Pso Robls 467
Norwalk Service Station Hwy.....Atascadero-179
NORWALK SERVICE STATION
944 Spring.....Pso Robls 425
(See Advertisement Preceding Page)
NORWALK SERVICE STATION
1088 Higuera.....Sn Luis Obspo-1913
(See Advertisement Preceding Page)

PAUL'S AUTOMOTIVE SERVICE
MOBIL OIL PRODUCTS
COMPLETE LUBRICATIONS
TIRES - SALES & SERVICE
GENERAL MOTOR REPAIRING
BATTERIES - MOTOR TUNE-UP
99 Traffic Way.....Aroyo Grnde-105

Pearl's Chevron Station
155 Traffic Wy.....Aroyo Grnde 113
Peck C J Price & Pomeroy.....Pismo Bch 199
PECK C J-MOBILEGAS GAS SERVICE STATION
Price & Pomeroy.....Pismo Bch 199
Phillips K L & Sons 999 Price.....Pismo Bch 21

RANSOME TRUCK SERVICE
TRUCK LUBRICATION
DIESEL OILS and FUELS
TRUCK REPAIRS
Sleeping Quarters - Showers
OPEN 24 HOURS A DAY
101 Hwy.....Sn Luis Obspo-2343

RICHFIELD BEACON STATION
Jerry Wright-Owner
S Highway.....Pso Robls 1533-J
RICHFIELD SERVICE STATION
635 Price.....Pismo Bch 162
RICHFIELD SERVICE STATION NO 759
Highway.Atascadero-119-W
Ronnie's Chevron Service N 101 Hwy....Sn Miguel 74
(See Advertisement Preceding Page)
Rountree Oil Distributing Co
100 Traffic Wy.....Aroyo Grnde-54-J
S & W Service Vachell Ln.....Sn Luis Obspo-1506
San Luis Service Station & Garage
1044 Monterey.Sn Luis Obspo-100
Seaside Service 14th & Spring.....Pso Robls 38
SEASIDE SERVICE STATION
Sedgwick & Smedley
Price & Main.....Pismo Bch 344

SEBASTIAN OIL DISTRIBUTING
SUNRAY GASOLINE
101 HIGHWAY SERVICE STATION
GATES TIRES - TUBES - BATTERIES
VALVOLINE MOTOR OIL
Sebastian and Shryock
Price & Bello.....Pismo Bch 58

Shaffer's Richfield Service Station
139 Traffic Wy.Aroyo Grnde-60-W
Shell Serv Sta S Hwy.....Atascadero-305
Shell Service Station 1145 Spring.....Pso Robls-479
Shell Service Station 16th&Spring.....Pso Robls-83
Shell Service Station 259 Price.....Pismo Bch-202
Shell Service Station
Lowell D Fuller
1200 Monterey.....Sn Luis Obspo 2942
Signal Oil Co 903 Spring.....Pso Robls-302
SIGNAL OIL CO 1446 Spring.....Pso Robls 176-W
Smith T E Service Station 101 Hwy....Nipomo 2341
STANDARD MOTOR SERVICE
990 Higuera.....Sn Luis Obspo 22
Standard Station No 150 AD
Marsh&Higuera.Sn Luis Obspo-1707
Standard Stations Inc
No 280 12th & Spring.....Pso Robls 507
No 343 1066 Monterey.....Sn Luis Obspo-731
No 750 1745 Spring.....Pso Robls 589
No 3280 1565 Monterey....Sn Luis Obspo-1004
Standard Stations Inc No 596
State Hwy.Atascadero-102
Star Garage Highway.....S Margrita-3
Stowe Independent Oil Co 6th&Spring..Pso Robls-758
Tasco Service Station S Highway.....Atascadero-99
Texaco Service 10th&Spring.....Pso Robls-391
Texaco Service Station Highway.....Atascadero-105
Texaco Service Station 1405 Spring...Pso Robls-910
THOMPSON FRANK W
Chevron Gasoline & Oil
101 Hwy.....Templtn 2321
Union Oil Co of Calif
Service Sta No 347 10th & Spring.Pso Robls 1531
UNION OIL STATION
High & Higuera.....Sn Luis Obspo 1961
Union Oil Station 1101 Monterey..Sn Luis Obspo-1936
Union Station 1308 Monterey.....Sn Luis Obspo-968

UPTON'S SERVICE STATION
NORWALK & TEXACO
PRODUCTS
EXPERT LUBRICATION
TIRE SERVICE - BATTERIES RETAIL
Automobile Accessories
1919 Broad.....Sn Luis Obspo-132

Upton's Service Station
1919 Broad.....Sn Luis Obspo 132
VIC'S TEXACO SERVICE
311 Higuera.....Sn Luis Obspo 1736
Villa's Mobile Station
Foothill & Morro Rd.....Sn Luis Obspo 2957
Walt's Service Station
6th & Grand Grover City...Aroyo Grnde 223-F-21
Wilshire Service Station Hwy.....Atascadero-375

Everything possible is being done to furnish you the prompt and courteous service to which you've been accustomed. When there is a delay before you get the operator, remember that more people are placing more telephone calls than ever before.

Sewing Machines–Domestic

ART MESQUIT COMPLETE HOME FURNISHINGS Bridge & Branch..Aroyo Grnde 122
HAMILTON J E 718 Higuera.....Sn Luis Obspo-49

NEW HOME SEWING MACHINES–
HAMILTON J E 718 Higuera...Sn Luis Obspo 49

SINGER KNIT & ART SHOP
718 Higuera.....Sn Luis Obspo 49
(See Advertisement This Page)
Singer Sewing Machine Co
733 Higuera.....Sn Luis Obspo 3027-W

Why not check into the sales-building possibilities of the Yellow Pages? Call our nearest Business Office for information on Classified Directory advertising.

SINGER SEWING MACHINES

CAUTION
SINGER sells its machines ONLY through SINGER SEWING CENTERS identified by the famous Red "S" on the window. NEVER through dealers or department stores.

"WHERE TO BUY IT"

SEWING CENTER
Singer Sewing Machine Co
733 Higuera.....Sn Luis Obspo 3027-W

Memory plays tricks. If in doubt about a telephone number, please look it up in the Directory.

NEW HOME
SEWING MACHINES
Sales • Service • Rentals

ALL MAKES
REPAIRS PARTS SUPPLIES
• SINGER
• WHITE
• DOMESTIC

Phone for Free Estimate

San Luis Obispo 49
718 HIGUERA

Guaranteed Workmanship

J. E. HAMILTON OWNER
SINGER KNIT & ART SHOP
FORMER SINGER DISTRIBUTOR
718 HIGUERA SAN LUIS OBISPO
8 Years in San Luis Obispo

To Find Someone
IN YOUR NEIGHBORHOOD
WHO SELLS IT
Looking for someone close by who sells or has a service you want will be easy when you
LOOK IN THE
Classified
TELEPHONE SECTION

Always
KEEP RECEIVER ON THE HOOK
When you are through talking on the telephone, always see that you place the receiver back on the hook. Otherwise you may miss an important call.
THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY

SHEET METAL

DRAINS · SKYLIGHTS · GUTTERS
KITCHEN HOODS · SINKS
FURNACES · VENTILATORS
TANKS & TROUGHS

PHONE
PASO ROBLES
130-W

F. L. CRAIG
SHEET METAL & PLUMBING
Emergency Call 586-R
1224 PINE

McBRIDE
Sheet Metal Works
FURNACES - VENTILATORS
DRAINS - GUTTERS - SKYLIGHTS
SINKS AND HOODS
PLUMBING & REPAIRING
Hot Water Heaters - Floor Furnaces
Phone San Luis Obispo 337
Nights, Sundays & Holidays Call
San Luis Obispo 2217-J
1023 Nipomo San Luis Obispo

IF IT'S SHEET METAL WORK
PHONE
PASO ROBLES
153
WE CAN DO IT
COOPERATIVE FARMERS
SHEET METAL SHOP
1315 PINE

Sewing Machines—Repairing

ART MESQUIT COMPLETE HOME FURNISHINGS Bridge & Branch..Aroyo Grnde 122
Bryan Ray Radio Electric Service
1226 Park.....Pso Robls 654
Hamilton J E 718 Higuera.....Sn Luis Obspo 49
SINGER KNIT & ART SHOP
718 Higuera.....Sn Luis Obspo 49
Smith E Taylor 1035 Murray Av...Sn Luis Obspo 235

Sheet Metal Work

COOPERATIVE FARMERS SHEET METAL SHOP
1315 Pine.....Pso Robls-153
(See Advertisement This Page)
Dixon Harry E Orcutt Rd.....Sn Luis Obspo 1682-M
CRAIG F L SHEET METAL & PLUMBING
1224 Pine.....Pso Robls 130-W
(See Advertisement This Page)
KEENE'S PLUMBING & HEATING SERV
618-12th.....Pso Robls 655-J
McBRIDE SHEET METAL WORKS
1023 Nipomo.....Sn Luis Obspo-337
(See Advertisement This Page)
SMEE'S PLUMBING & HEATING SHOP
1302 Osos..Sn Luis Obspo-766
VALLEY SHEET METAL SHOP
GENERAL SHEET METAL WORK
Skylights - Gutters
Restaurant Equipment
Tanks & Well Casings
Halcyon & Grand.....Aroyo Grnde 240-F-11

Shingling—See Roofers

Ship Chandlers

Morro Bay Marine Supply 355-6th...Morro Bay 4461

When
NAME
or
ADDRESS
Is Forgotten

Someone has told you of a certain concern or you've read their advertising somewhere.

LOOK IN THE
Classified
TELEPHONE SECTION

You probably will recognize the name or address when you see it.

Shoe Repairing

Dan's Shoe Shop 141 Bridge.....Aroyo Grnde 11-W
STROM'S SHOE SHOP 255-5th....Morro Bay 2501

Shoes—Athletic

See Sporting Goods Headings

Shoes—Retail

Burkhardt's Shoes Traffic Wy.....Atascadero 690-J
GALES SHOE STORE
Quality Shoes For The Entire Family
860 Higuera.....Sn Luis Obspo 1832
(See Advertisement This Page)
Karl's Shoe Store 725-12th.....Pso Robls 478
Karl's Shoe Store 786Higuera..Sn Luis Obspo-881-M
O'Sullivan J J Co 741 Higuera...Sn Luis Obspo-863-J
REEVE'S SHOES
Shoes For The Entire Family
760 Higuera.....Sn Luis Obspo-2470
RENETZKY'S SHOE STORE
Rice-O'Neill-Tweedies-Pied Piper
845 Higuera.....Sn Luis Obspo 257
RUMLEY'S DEPT STORE 5th.....Morro Bay 3251
Squire's Men's Wear 745-12th.....Pso Robls 151-W
WICKENDEN'S
Florsheim Shoes
837 Monterey.....Sn Luis Obspo-1511

Show Card Writing

Woods Sign Service 910 High....Sn Luis Obspo 2716

Shower Doors & Compartments

Calif Shower Door Co
Manufacturers of Shower Doors
630-4th S F
(Toll) Call "Operator" for.....Yukon 6-1504

Sign Hangers

GREEN JOE NEON PRODUCTS
"If It's a Sign We Make It"
NEON - OUTDOOR
CUT OUTS - TRUCKS - WALLS
COMPLETE MAINTENANCE
286 Higuera.....Sn Luis Obspo 2511-J

Sign Painters

FREEMAN SIGN SERVICE
448 Higuera.....Sn Luis Obspo 335

Keep the Classified Telephone Directory handy; it can save you time and effort.

Nationally Advertised Articles
can be traced to their
LOCAL DEALERS
by looking up
"WHERE TO BUY IT"
in the YELLOW PAGES

GALES
SHOE STORE
For Ladies
• College Hill Sports • Gold Cross
• Clinic Nurse Shoes • Paradise
• De Liso Debs
For Men
• Nunn Bush • Curtis
• Edgerton • Connally
For Children
• Lazy Bones • Jumping Jacks
• Red Goose • Trimfoot
• X-Ray Fitting
SAN LUIS OBISPO 1832
860 HIGUERA
Jack Copeland, *Mgr.*
GALES SHOE STORE
Formerly Chitwood Bootery

Always keep Receiver
On the HOOK

When you are through talking on the telephone, always see that you place the receiver back on the hook. Otherwise you may miss an important call.

THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY

JOE GREEN

PHONE
SAN LUIS OBISPO
2511-J

NEON
PRODUCTS

SIGNS

Complete Service

COLD CATHODE FLUORESCENT LIGHTING

286 HIGUERA STREET • SAN LUIS OBISPO

NEON
SIGNS

INTERIOR LIGHTING - COLD CATHODE

Commercial *and* Industrial

MARQUEE - STORE FRONT - BUILDING OUTLINE - WINDOW DISPLAYS
COMPLETE MANUFACTURING - ERECTION - MAINTENANCE SERVICE

Telephone Paso Robles 616-J

1221 Riverside — Paso Robles, Calif.

Coast Neon Company

PASO ROBLES
C. MOERMAN, *Prop.*

Signs

CLINE'S ELECTRIC SHOP
962 Monterey.....Sn Luis Obspo 13
(See Advertisement This Page)

COAST NEON CO 1221 Riverside...Pso Robls 616-J
(See Advertisement Opposite Page)

FREEMAN SIGN SERVICE
Established 1924
PAINTED HIGHWAY DISPLAYS
GOLD LEAF LETTERING
CUT-OUT LETTERS
TRUCK LETTERING
448 Higuera.....Sn Luis Obspo 335

GREEN JOE NEON PRODUCTS
286 Higuera.....Sn Luis Obspo 2511-J
(See Advertisement Opposite Page)

WOODS SIGN SERVICE
TRUCK LETTERING
Complete Sign Service
Window Lettering
Sho-Cards
910 High.....Sn Luis Obspo 2716

Skates–See Sporting Goods Headings

Slaughter Houses
See Meat–Whsle; also Stock Yards

Slip Covers
Mac's Shop 781 Marsh.....Sn Luis Obspo 1448-W

Soft Drinks–See Beverages–Non Alcoholic

Sound Systems & Equipment
Pittsburg Radio & Sound Co 153 E 3d Pittsburg
(Toll) Call "Operator" for.....Pittsburg 1046-J

Sporting Goods–Retail

BELLO AUTO & HOME SUPPLY
A G Spalding Sporting Goods
Athletic Footwear & Equip
886 Monterey.....Sn Luis Obspo 12

BRISCO HARDWARE 857 Monterey.Sn Luis Obspo 41

FARMER'S HARDWARE & EQUIP CO
581 Higuera.....Sn Luis Obspo 852

GRISANTI HARDWARE Highway....Atascadero 580

Hill J C 1037 Chorro.....Sn Luis Obspo-466

LUNDGREN ERIC 1326 Park.....Pso Robls-470

Phillips K L & Sons 999 Price.....Pismo Bch 21
(See Advertisement This Page)

Shamel's Hardware & Plumbing Shop ....Cambria 36

SMITH C S
Complete Line Of Sporting Goods
1225Park .....Pso Robls-40-W

SPORTSMAN'S STORE
660 Higuera.....Sn Luis Obspo 2520
(See Advertisement This Page)

STRADER C R 1131 Garden...Sn Luis Obspo 984-W

UNION HARDWARE CO
725 Higuera.....Sn Luis Obspo 43

WEBB E
Johnson Outboard Motors Sales & Service
Webb's Fishing Tackle
225-5th .....Morro Bay 4136

Sportswear–Retail

Lacterman's 728 Higuera.....Sn Luis Obspo-1285
Squire's Men's Wear 745-12th.....Pso Robls 151-W

Cline's Electric
NEON SALES
& SERVICE

Our Neon Signs & Cold Cathode Lighting Guaranteed for One Year Against Mechanical Defect. Only Laboratory Coated & Baked Fluorescent Glass Used

WHY GAMBLE ON LESS?

SKETCHES & DESIGNS
FREE ESTIMATES
NO OBLIGATION

Complete Sign Service

PHONE
SAN LUIS OBISPO 14

664 Pacific St.

SPORTSMAN'S STORE
BILL BENNO, *Owner*

Shotguns
Rifles
Revolvers
Telescope Sights
& Mounts

Expert Gunsmith

Ammunition
FISHING TACKLES
MARTIN OUTBOARD MOTORS
SAN LUIS OBISPO 2520
660 HIGUERA STREET

K. L. PHILLIPS & SONS
SPORTSMAN'S HEADQUARTERS
Come in and See Our

- FISHING EQUIPMENT COMPLETE STOCK INFORMATION
- HUNTING SUPPLIES GUNS - AMMUNITION

LICENSES ISSUED
PHONE
PISMO BEACH 21
999 PRICE ST.

Spraying–See Painting Contractors

Sprays–See Insecticides

Stage Lines–See Bus Lines

State Government Offices
See Alphabetical Directory Under "Calif State of"

Stationers–Retail
Arroyo Drug Co 130 Branch.....Aroyo Grnde-46

HILL'S STATIONERY
OFFICE SUPPLIES
Business Forms - Loose Leaf & Bound Books
STATIONERY
Boxed Stationery - Portfolios
GREETING CARDS
Largest Selection in Town
1127 Chorro.....Sn Luis Obspo-1403

Steam Cleaning
See also Automobile Washing & Polishing

ASHTON & WAER
1139-13th.....Pso Robls 666
MADONNA A CONSTRUCTION CO
581 Higuera.....Sn Luis Obspo 3020

Steamship Agencies
Bonetti & Rice Travel Service
987 Osos.....Sn Luis Obspo 418

Steel

PETROLEUM SERVICE CO
STRUCTURAL SHAPES
SQUARES - ROUNDS
PLATE - SHEET
TUBING - PIPE - CASING
Pesco Yard Santa Maria
(Toll) Call "Operator" for. Santa Maria 1-700

Steel Fabricators
INDEPENDENT IRON WORKS INC
8th & Pine Oakland
(Toll) Call "Operator" for....Templebar 2-0160

Steel Homes & Buildings
LIVINGSTON E C CO
13th & Railroad.....Pso Robls 22

Steel Products
INDEPENDENT IRON WORKS INC
8th & Pine Oakland
(Toll) Call "Operator" for....Templebar 2-0160

Stencils & Stencil Supplies
MIMEOGRAPH BRAND PRODUCTS—
PACIFIC COAST PUBLISHING CO
A B Dick Exclusive Tri-County Distributor
1022 State SantaBarbara
(Toll) Call "Operator" for.Snta Barbara-3159

Stenographers–Public
Minium Murial
631 Lawrence Dr.....Sn Luis Obspo 3192-J
SMITH WM T Augusta.....Sn Luis Obspo 505

Sterilizing Service
Nearly New Furniture & Sterilization Co
1230 Osos.....Sn Luis Obspo 2092-W
San Luis Sterilization & Mattress Co
See Our Adv Under Mattresses
Buchon & High.....Sn Luis Obspo-405

Stock Yards
Bryan Meat Co Slaughter House.....Pso Robls-366
WITCOSKYS' MEATS
See Our Adv Under Meat Whsle
101 Hwy.....Sn Luis Obspo 2123
Nite call Frank Bud Witcosky..Sn Luis Obspo 1534

Storage–Cold
See Cold Storage Warehouses

Storage–Household
See Moving & Storage Service

Store Fixtures

COAST SHOWCASE & FIXTURE CO
Manufacturers of
Show Cases and Wall Cases
Planning & Designing Service
520 McAllister San Francisco
(Toll) Call "Operator" for...Underhill 1-4198

Stoves & Ranges
See Ranges & Stoves Headings

Suit Cases–See Luggage Headings

Tailors–Ladies'
MILDRED'S SEWING SHOP
1322 Park.....Pso Robls 1084
(See Advertisement This Page)

Tailors–Men's
Bay Tailoring Serv 815 Main.....Morro Bay 3406
MISSION TAILORING SERVICE
1220 Morro.....Sn Luis Obspo 496
Nernof Tailoring Co 1027 Chorro..Sn Luis Obspo-103

Put the Classified Telephone Directory on your selling staff. Your listing and advertising in the Yellow Pages brings your firm name right into prospects' homes and offices.

TAILORING - ALTERATIONS
PRESSING
CLEANING SERVICE
for
MEN & WOMEN
MILDRED'S SEWING SHOP
1322 PARK STREET
Phone PASO ROBLES 1084
Hours - 9 A.M. to 7 P.M. Saturdays Until 8 P.M.

Tallow
San Luis Tallow Works
Clark Field. Sn Luis Obspo-2646-W
(See Advertisement This Page)

Tamales–Retail
Hill's Homemade Tamales
355Marsh. Sn Luis Obspo-2260-W

Tamales–Whsle & Mfrs

ATASCADERO BRAND TAMALES
Mike Olivares Robert Zuniga
HOME-MADE
TAMALES AND ENCHILADAS
WHOLESALE TO MARKETS
RESTAURANTS AND PARTIES
Coromar Av.....Atascadero 113-M

Tanks
Cole Walter R & Co
Steel-Butane & Pressure Tanks
1414-3d Oakland
(Toll) Call "Operator" for.....Highgate 4-0831
INDEPENDENT IRON WORKS INC
8th & Pine Oakland
(Toll) Call "Operator" for....Templebar 2-0160
Valley Sheet Metal Shop
Halcyon & Grand.....Aroyo Grnde 240-F-11

People can't reach you by telephone when the instrument is left "off the hook". Your line is "busy" or "out of order" to anyone calling.

Tax Consultants

BOYCE J EARLE
Auditor - Public Accountant
INCOME TAX SERVICE
Member of
SOCIETY OF AMER ACCOUNTANTS
Bank of America Bldg....Sn Luis Obispo 886

Chope J P Wickenden Bldg.....Sn Luis Obspo 162-M
Derby Mabel H Miss 623-2d.....Pso Robls 1164-W
HALL WILLIAM O 1135 Chorro..Sn Luis Obspo 2114
VAN HORN OTTO B 612-12th.....Pso Robls 1414

Taxicabs
Avila Taxi Service Avila.....Sn Luis Obspo 8-R-1
Bewley's Cab Co 403 Cypress.....Pismo Bch-67
BROWNIE'S TAXI N Highway.....Atascadero 292
DELUXE CABS 960 Higuera.....Sn Luis Obspo 40
(See Advertisement Page 117)
Eddie's Taxi 720-11th.....Pso Robls 780
GRAY CAB CO 960 Higuera.....Sn Luis Obspo 845
(See Advertisement Page 117)

(Continued on Pages 116, 117, 118, 119 & 120)

A store may not immediately come to the mind of a prospect when special services are desired, such as are offered by a Beauty Salon, Radio or Watch Repairing Department. Many establishments, realizing this, advertise under several classifications in the Classified Directory. Thus they direct more business their way.

DEAD STOCK *REMOVED*

WE BUY LIVE HORSES

Phone Us Long Distance Collect

Phone SAN LUIS OBISPO **2646-W** WE PAY ALL CHARGES

TOP PRICES PAID FOR HIDES & TALLOW

OFFICE: 205 HIGH ST. **PLANT: CLARK FIELD**

WE SOLICIT RESTAURANT & BUTCHER TRADE

SAN LUIS TALLOW WORKS

MISSION TAXI

WAITING ROOM AT 987 MONTEREY

Phone
SAN LUIS OBISPO

2

24-Hour Instant Service

ALL NEW LUXURY CABS
COURTEOUS SERVICE - DEPENDABLE, CAREFUL DRIVERS
PASSENGERS FULLY INSURED

OFFICIAL SOUTHWEST AIRWAYS LIMOUSINE SERVICE

987 MONTEREY — SAN LUIS OBISPO

When In A Hurry To Go Near or Far
Call The Two-Way Radio Car

INSTANT 24-HOUR SERVICE

OWL RADIO TAXI

Phone
SAN LUIS OBISPO

300

Courteous Safe Drivers

974 MONTEREY — 100% UNION — SAN LUIS OBISPO

(SPECIAL RATES ON OUT OF TOWN TRIPS)

VETERANS

GRAY CAB CO.

ALL VETERAN DRIVERS

Safe Insured

Courteous Drivers

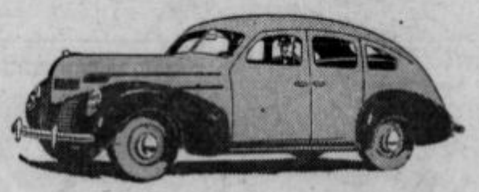
SAN LUIS OBISPO 845

24-Hour Service

Always the Latest Model Cabs

960 Higuera at Morro — San Luis Obispo

TAXI



24-Hour Service

PHONE
SAN LUIS OBISPO

40

Fast Service

SAFE INSURED COURTEOUS

DELUXE CABS

SAN LUIS OBISPO

TAXI!

PHONE SAN LUIS OBISPO

124

SAN LUIS TAXI

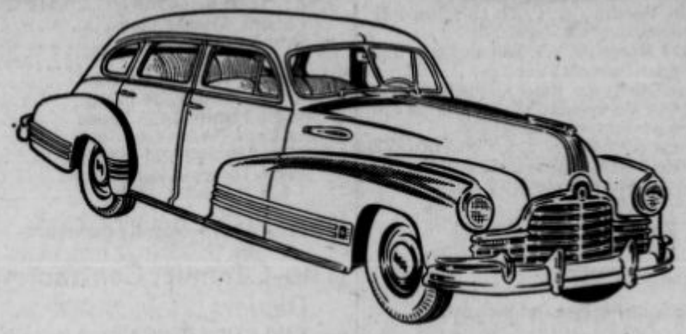
Stand at Obispo Theatre

Insured Courteous Service

DAILY SERVICE TO MORRO BAY - 10 A.M. TO 2 A.M.

999 MONTEREY — OFFICE IN MORRO BAY — SAN LUIS OBISPO

LIGE'S TAXI



PHONE

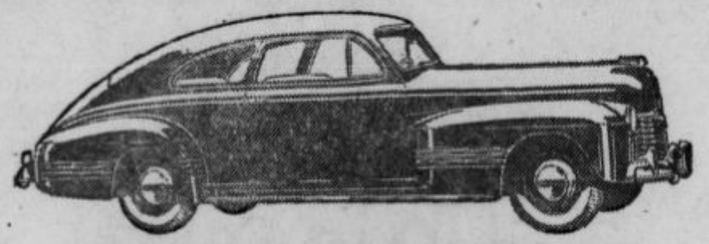
PASO ROBLES **1088**

PROMPT COURTEOUS EFFICIENT

BONDED INSURED

1245 SPRING — PASO ROBLES

OBISPO TAXI



NIGHT OR DAY RIDE THE OBISPO WAY

24-HOUR SERVICE - INSURED

PHONE

SAN LUIS OBISPO

47

COURTESY AND SERVICE THAT SAVES

"Every Time You Save a Dime"

LILLIAN BALL
Owner

882 MARSH — SAN LUIS OBISPO

When Looking for a Dealer in your Neighborhood

Time and effort may be saved if the article or service you want to buy can be found in your neighborhood. You'll find the location of your neighborhood dealer when you

LOOK IN THE

Classified

TELEPHONE SECTION

The Yellow Pages Tell You Where

YELLOW CABS

Day or Night Phone

SAN LUIS OBISPO

100

1044 MONTEREY ST.

Sedan Service - Reasonable Rates

Passengers Insured

Reliable Courteous Drivers

Cadillac Cars

We Are the Only Cab Co.
in Town That Meets All Trains

STAND AT ANDERSON HOTEL

967 MONTEREY ST.

Residence Phone **San Luis Obispo 10**

Taxicabs–(Cont'd)

LIGE'S TAXI 1245 Spring.....Pso Robls 1088
(See Advertisement Preceding Page)
Mickey's Taxi 106 Bridge.....Aroyo Grnde 2-J
MISSION TAXI CO 987 Monterey....Sn Luis Obspo-2
(See Advertisement Page 116)
OBISPO TAXI 882 Marsh.....Sn Luis Obspo 47
(See Advertisement Page 118)
OWL TAXI CO 974 Monterey.....Sn Luis Obspo 300
(See Advertisement Page 116)
Paso Robles Yellow Cab Taylor Hotel...Pso Robls 488
SAN LUIS TAXI 999 Monterey....Sn Luis Obspo 124
(See Advertisement Page 118)
Ward's Taxi Cypress & Pomeroy.....Pismo Bch 222
YELLOW CABS 1044 Monterey...Sn Luis Obspo 100
(See Advertisement Preceding Page)

Tea Rooms–See Restaurants

Teachers

See Schools; also Specific Types of Instruction

Telegraph Companies

Western Union Telegraph Co
Carlton Hotel.....Atascadero-5
Western Union Telegraph Co
1208 Spring.Pso Robls-131
Western Union Telegraph Co
979 Monterey.Sn Luis Obspo-1670

Telephone Companies

ARCHITECTS & BUILDERS SERVICE

Free advisory service on advance planning of telephone facilities in new building construction is available to architects, owners and builders. Costly alterations after completion of the building are frequently avoided through proper advance planning.

"SERVICE RENDERED BY"
PACIFIC TELEPHONE & TELEGRAPH CO THE
Call Your Local Business Office Listed Below

PACIFIC TELEPHONE & TELEGRAPH CO THE
Business Offices
Arroyo Grande 968 Monterey Sn Luis Obispo
Ask "Operator" for.....Business Office
(No charge for calls to Business Office)
Atascadero 717-14th Paso Robles
Ask "Operator" for.....Business Office
(No charge for calls to Business Office)
Cambria 968 Monterey Sn Luis Obispo
Ask "Operator" for.....Business Office
(No charge for calls to Business Office)
Cayucos 968 Monterey Sn Luis Obispo
Ask "Operator" for.....Business Office
(No charge for calls to Business Office)
Morro Bay 968 Monterey Sn Luis Obispo
Dial "Operator" & ask for..Business Office
(No charge for calls to Business Office)
Nipomo 968 Monterey Sn Luis Obispo
Ask "Operator" for.....Business Office
(No charge for calls to Business Office)
Paso Robles 717-14th.....Pso Robls 133
Pismo Beach 968 Monterey Sn Luis Obispo
Ask "Operator" for.....Business Office
(No charge for calls to Business Office)
San Luis Obispo
968 Monterey.....Sn Luis Obspo 2000
Santa Margarita 717-14th Paso Robles
Ask "Operator" for.....Business Office
(No charge for calls to Business Office)
Templeton 717-14th Paso Robles
Ask "Operator" for.....Business Office
(No charge for calls to Business Office)
Hanst Henderson Telephone Co
.....Aroyo Grnde 242-F-12

Termite Control

KYLE CO 1044 Park.....Pso Robls 160-R
KYLE COMPANY 1609 Osos.....Sn Luis Obspo 546

Theatres

Bay Theatre 464-5th.....Morro Bay-3011
Cambria Theatre Main.....Cambria 94
Elmo Theatre Morro.....Sn Luis Obspo-1036
Fair Oaks Theatre.....Aroyo Grnde 416-F-2
Fremont Theatre Monterey.....Sn Luis Obspo-71
Grande Theatre 108 Branch.....Aroyo Grnde-106
Hi-Ho Theatre 1436 Spring.....Pso Robls-777
La Moda Theatre State Hwy.....Atascadero-143
Obispo Theatre 993 Monterey.....Sn Luis Obspo-197
Pismo Theater 250 Pomeroy.....Pismo Bch 11
T & D Jr Theatre 12th.....Pso Robls-328

Thermostats–See Regulators

Tile–Ceramic, Contractors & Dealers

FAULSTICH BROS 2900 S Broad.Sn Luis Obspo 997

Tile–Non-Ceramic, Contractors & Dealers

ALUMIWALL TILE–
BUILDERS MARKET 1115-13th...Pso Robls 277

ARMSTRONG'S ASPHALT TILE–
ART MESQUIT COMPLETE HOME FURNISHINGS
Bridge & Branch.....Aroyo Grnde 122
COUNTY ROOF SERVICE..
Snta Barbara Av & High...Sn Luis Obspo 1840

BESTILE WALL SHEETS

"Since 1928"
Save Up to 50%
HI-GLOSS PLASTIC COATED SHEETS EASILY INSTALLED
Many Beautiful Colors
Call Your Dealer for Free Estimate
BESTILE
"WHERE TO BUY IT"
BUILDERS MARKET 1115-13th...Pso Robls 277

Tire Chains

See Automobile Parts & Supplies Headings

It pays to make frequent use of the Classified Telephone Directory. It lists services, stores, products and professional people—all classified for your convenience.

Young Women
There May Be
Employment Opportunities
and a
PERMANENT POSITION FOR YOU
with
THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY

Tires–Dealers

BARDIN TIRE DISTRIBUTOR
692 Marsh.....Sn Luis Obspo 1173
(See Advertisement This Page)
BELLO AUTO & HOME SUPPLY
886 Monterey.....Sn Luis Obspo-12
BUSHONG'S TEXACO STATION
Snta Rosa & Marsh.....Sn Luis Obspo 1887

CHICK'S TIRE SERVICE
C. P. STODDARD, OWNER
TIRES
SALES & SERVICE
RECAPPING - REPAIRING
TIRES LOANED WHILE WE RECAP YOURS
1534 Spring.....Pso Robls-980

COLEMAN'S RICHFIELD SERVICE STATION
Goodyear Tires-Batteries & Accessories
316 Higuera.....Sn Luis Obspo 584
DAVIS B H TIRE SERVICE
Goodyear Tires
1233 Spring.....Pso Robls-77
FIRESTONE HOME & AUTO SUPPLY
1326 Spring.....Pso Robls 405
FIRESTONE STORE Highway....Atascadero 244-J
(See Advertisement This Page)
FIRESTONE STORES
710Higuera.Sn Luis Obspo-130
FIRESTONE TIRES–
BUSHONG'S TEXACO STATION
Snta Rosa & Marsh.....Sn Luis Obspo 1887

FISK TIRES
TIRE SERVICE
RECAPPING
REPAIRS
When It's Time To Re-Tire
BUY FISK
"WHERE TO BUY IT"
DISTRIBUTOR
MADDALENA TIRE CO
Higuera&Osos. Sn Luis Obspo-79

FRENETTE'S SERVICE
S Highway.....Atascadero 355-W

GOODRICH B F TIRES
WHATEVER YOUR TIRE NEED
B.F.Goodrich
FIRST IN RUBBER
NEW TIRES
DURECAP
TIRE SERVICE
CALL YOUR B. F. GOODRICH RETAILER
"WHERE TO BUY IT"
BELLO AUTO & HOME SUPPLY
886 Monterey.....Sn Luis Obspo 12
COOPERATIVE FARMERS SUPPLY CO INC
1311 Park.....Pso Robls 344

KIMBALL TIRE SERVICE
283Higuera.Sn Luis Obspo-758

LEE TIRES–
SIGNAL OIL CO 751 Marsh....Sn Luis Obspo-802

MADDALENA TIRE CO
Higuera & Osos.....Sn Luis Obspo 79
(See Advertisement This Page)

The Bell System securities are owned by more than 700,000 people throughout the United States.

Paul's Automotive Service
99 Traffic Wy.....Aroyo Grnde 105
THOMPSON FRANK W 101 Hwy.....Templtn 2321

U S TIRES
QUALITY TIRES
QUALITY RECAPS
QUALITY REPAIRS
US ROYAL TIRES
"WHERE TO CALL"
Standard Motor Sales
990 Higuera.....Sn Luis Obspo 3144

Enjoy the Guest Artists series on "The Telephone Hour" — N.B.C., Monday nights.

MADDALENA TIRE CO.
CHARLIE & NOEL
TIRES!
RECAPPING
Sure We Have Them
FISK & MOBIL
Higuera & Osos — San Luis Obispo 79

BARDIN TIRE DISTRIBUTOR
GOODYEAR TIRES
Complete Line of
GOODYEAR PRODUCTS
TIRES AND BATTERIES
Phone
SAN LUIS OBISPO 1173
GOODYEAR TIRES
CAR & HOME SUPPLIES - BICYCLES
J. A. BARDIN - *Owner*
692 Marsh — San Luis Obispo

THE Firestone STORE
Phone Atascadero 244-J
- Washing Machines
- Refrigerators
- Radios

HOME AND AUTO SUPPLIES
The Mark of Quality
RAY SMITH
Firestone Tire Dealer
HIGHWAY — ATASCADERO

WESTSIDE AUTO PARTS CO.

TIRE REPAIRS
RETREADING
AND
RECAPPING
Pennsylvania Tire Dealers
Quality Workmanship

TWO LOCATIONS
1229 Monterey and 1236 Monterey
Phone San Luis Obispo 908

MACRAE'S

O.K. Rubber Welders
Complete TIRE Service

ELECTRIC
RECAPPING

The New Electric Process Which Does Not Injure the Sidewalls of Your Tire by Heat or Pressure.

"$10.00 Reward for Each O.K. Cap That Comes Off"

Telephone
SAN LUIS OBISPO
2619-R
1185 MONTEREY - CORNER TORO
SAN LUIS OBISPO

ANY TIME

When things happen unexpectedly—the demand for promptness of service is urgent. You'll find firms who render 24-hour service listed in the

Classified
TELEPHONE SECTION

Tires–Repairing

WESTSIDE AUTO PARTS CO
1229 Monterey.....Sn Luis Obspo-908
(See Advertisement This Page)
Zellner & Bowden 711 Marsh....Sn Luis Obspo-1957

Tires–Retreading & Recapping

CHICK'S TIRE SERVICE 1534 Spring. Pso Robls 980
DAVIS B H TIRE SERVICE
1233 Spring. Pso Robls-77
Goodyear Tire Service N Highway.....Atascadero 398
KIMBALL TIRE SERVICE
283 Higuera. Sn Luis Obspo-758
MADDALENA TIRE CO
Higuera&Osos. Sn Luis Obspo-79
O K Rubber Welders
1185 Monterey.....Sn Luis Obspo 2619-R
(See Advertisement This Page)

RICHFIELD SERVICE STATION NO 759
GENERAL & GOODYEAR TIRES
SALES & SERVICE
TIRES
RECAPPED & REPAIRED
SERVICE PLUS QUALITY
Highway Atascadero-119-W

STANDARD MOTOR SERVICE
990 Higuera. Sn Luis Obspo-22
WESTSIDE AUTO PARTS CO
1229 Monterey.....Sn Luis Obspo 908

Tires–Whsle & Mfrs

Federal Products Co
Factory Warehouse Distributors
841-5th Av Oakland
(Toll) Call "Operator" for.....Highgate 4-8520

Title Companies

SECURITY TITLE INS & GUAR CO
1119 Chorro. Sn Luis Obspo-1015
TITLE INSURANCE AND TRUST COMPANY
777 Higuera. Sn Luis Obspo-321

Tobacco–Whsle & Mfrs

JUILLARD-COCKCROFT
230 Snta Barbara Av. Sn Luis Obspo-93

Toilet Goods

Merle Norman Cosmetics Studio
748 Higuera. Sn Luis Obspo-1477

Tools–Retail

UNION HARDWARE CO
725 Higuera.....Sn Luis Obspo 43

Tortillas

ARIZONA CAFE 562 Higuera....Sn Luis Obspo 1184

Tourists Courts–See Motor Courts

Towel Service–See Linen Supply Service

Towing Service–Automobile

See Automobile Towing

Toys–Retail

BILLIE'S TOY & BABY SHOP
766 Higuera.....Sn Luis Obspo 2628-W

Tractor Parts

Blackwell & Company 1134-13th.....Pso Robls 254

Tractors

ALLIS-CHALMERS TRACTORS—
FARMER'S HARDWARE & EQUIP CO
581 Higuera. Sn Luis Obspo-852
LIVINGSTON E C CO
1236 Railroad. Pso Robls-534

ASHTON & WAER 1139-13th.....Pso Robls 666
BLACKWELL & COMPANY 1134-13th. Pso Robls 254
(See Advertisement This Page)

CASE TRACTORS—
FARMER'S HARDWARE&EQUIP CO
581 Higuera. Sn Luis Obspo-852

Enjoy the Guest Artists series on "The Telephone Hour" — N.B.C., Monday nights.

CATERPILLAR TRACK-TYPE TRACTORS—
MOORE JOSEPH G CO
1306 Pine.....Pso Robls 450
113 W Chapel Snta Maria
(Toll) Call "Operator" for....Santa Maria 5

FORD TRACTORS—
SANTA MARIA TRACTOR CO
Fair Oaks.....Aroyo Grnde 228-F-21

INTERNATIONAL CRAWLER TRACTORS—
BLACKWELL & CO 1134-13th....Pso Robls 254

MOORE JOSEPH G CO 1306 Pine....Pso Robls 450
(See Advertisement This Page)

OLIVER CLETRAC TRACTORS—
ASHTON & WAER 1139-13th.....Pso Robls 666

Santa Maria Tractor Co
Fair Oaks.....Aroyo Grnde 228-F-21

INTERNATIONAL HARVESTER

TRACTORS

FARM IMPLEMENTS

BLACKWELL
AND
COMPANY

HOME FREEZERS
INTERNATIONAL HARVESTER
REFRIGERATOR

Phone
PASO ROBLES
254

Complete Line of
TRACTOR PARTS & SUPPLIES

1134 - 13TH ST. PASO ROBLES

TO BE HEARD clearly

. . . please speak directly into the Telephone with your lips just clearing the mouthpiece.

"CATERPILLAR"
AND
JOHN DEERE
NEW & USED TRACTORS
AND EQUIPMENT
SERVICE & REPAIRS
Any Make Farm Equipment Repaired
JOSEPH G. MOORE CO.
1306 Pine Paso Robles 450
Santa Maria—113 West Chapel
(Toll) Call "Operator" for Santa Maria 5

Tractors–Renting

Kiefer Edw.....Aroyo Grnde 219-F-11

Tractors–Repairing

COLBURN T R 221-15th.....Pso Robls 1075-W

McCANN TRACTOR SERVICE
Tractors and Farm Equipment
REPAIRED
EXPERT DIESEL MECHANIC
WELDING & BURNING
Reasonable Rates
S Hwy-At George's Station.Sn Luis Obspo 2398
If no answer call....Sn Luis Obspo 1096-W

Ruth's Tractor Repairing 1st & James..Templtn 2151
Silva's Tractor Service
211 Harris.....Sn Luis Obspo 2468-R

MEL H. CORIPPO

Contract Hauling
- EXCAVATING
- GRAVEL
- ROCK & SAND

Phone
PASO ROBLES 653-W

1719 Pine
If no answer call **98**
Office City Hall 723 - 13th St.

ROBERT L. BERMINGHAM
GENERAL TRUCKING
Specializing in
BULK GRAIN & LIVESTOCK
INSURED TRANSPORTATION
Phone Paso Robles 30-F-4
If no answer call 6-F-3
BOX 47 SHANDON

Trading Stamp Companies

Sperry & Hutchinson Co The
778 Marsh.....Sn Luis Obspo 3083-W

Trailer Parks

GROVE AUTO COURT N Highway..Atascadero 336-R
HILLTOP TRAILER PARK
101 Hwy.....Aroyo Grnde 286-F-11
Howie's Auto Court 652 Morro..Sn Luis Obispo 2932
MISSION TRAILER PARK
546 Higuera.....Sn Luis Obspo 2033-W
TRAIL-ER-IN PARK & GROCERY
Del Rio & 101 Hwy.....Atascadero 488-J
Trailer Village 3341 Spring.....Pso Robls 329

Trailers–Coach

BONNER-POSSON REFRIGERATION SALES & SERVICE
TRAILER REFRIGERATORS
ULTRA COLD 4½ CU FT
We Also Convert Your Present Trailer Ice Box to an Electric Refrigerator
750 Mill.....Sn Luis Obspo 356-W

MATHEWS' TRAILER COURT
For Rent By Month-Housekeeping
274 Higuera.....Sn Luis Obspo-1392
STOWE TRAILER SALES
New-12 to 31 Feet
Cash or Terms
996 Marsh.....Sn Luis Obspo 2701
Stowe's Trailer Sales
Willys Distrib
6th & Spring.....Pso Robls 758

Trailers–Commercial

GALLAGHER METAL INDUSTRIES
152 Chestnut Oakland
(Toll) Call "Operator" for.....Twinoaks 3-1380
Stowe's Trailer Sales 6th & Spring....Pso Robls 758

Trailers–Renting

Rauch's Cabinet & Upholstery Shop
821-21st.....Pso Robls 966

Travel Bureaus

BONETTI & RICE TRAVEL SERVICE
987 Osos.....Sn Luis Obspo 418
Waterstreet Travel Service
Hotel Anderson.....Sn Luis Obspo 225-W

Tree Service

Davis J L Tree Service
S Highway & Curbaril Av.....Atascadero 295-W
Stanley Everett 447 Price.....Pismo Bch 223

Trucking

See also Motor Freight Companies Headings

ARROYO GRANDE TRUCK CO
GENERAL PRODUCE HAULING
FRANCHISE CARRIER OF
FARM PRODUCE
ALL KINDS OF DRY FREIGHT HAULED
201 W Branch.....Aroyo Grnde-64

BAXTER J E
Produce&General Hauling
.....Aroyo Grnde 240-F-21
BERMINGHAM ROBT L Shandon...Pso Robls 30-F-4
(See Advertisement This Page)
(Continued Next Page)

Trucking–(Cont'd)

BIGGE DRAYAGE CO 24th & Campbell Oakland
(Toll) Call "Operator" for.....Twinoaks 3-1661
BRANCH R G
General Hauling Local & Long Dist
8th & Paso Robles.....Templtn 2131
CALIF MOTOR EXPRESS LIMITED
Cayucos.....Cayucos 65-W
Paso Robles Riverside & 5th.....Pso Robls 657
San Luis Obispo 390 Pacific....Sn Luis Obspo 800
CORIPPO MEL H 1719 Pine.....Pso Robls 653-W
(See Advertisement Opposite Page)
Cropper Ralph S 1940 Pine.....Pso Robls 406-J
CROPPER SIDNEY C
Cargo Insured
1935 Vine.....Pso Robls-644
DENNIS TRANSFER
Local&Long Distance Moving
And General Hauling
1824Nipomo.....Sn Luis Obspo-355
Drews Alfred J 246-19th.....Pso Robls 710-W
FAIRBAIRN & RENOUD 211-16th....Pso Robls 674

GEORGE'S STATION
Livestock and General
HAULING
Large and Small Equipment
S Hwy.....Sn Luis Obspo 2398

GLASS TRANSPORTATION CO
GENERAL TRUCKING
Local - Long Distance
Furniture Moving
1733 Spring.....Pso Robls-258

GOULART L E
Produce & General Hauling
Stanley Av.....Aroyo Grnde 58-J

JONES CHARLES
LIVESTOCK HAULING
GENERAL TRUCKING
& MOVING
LOCAL & LONG DISTANCE
1110 Olive.....Pso Robls-1332-W

Moore Wm J Sinaloa Av.....Atascadero 693-W
Oliver Geo K.....Aroyo Grnde 139-F-2
PACIFIC FREIGHT LINES
393 Marsh.....Sn Luis Obspo 1370
Polin Burt W 1828 Johnson...Sn Luis Obspo 2352-W
Roberts Jim S.....Aroyo Grnde 240-F-4
Sandercock Transfer Co 737 Marsh.Sn Luis Obspo-19
Sanford J W 220 Cherry.....Aroyo Grnde-92-J
SILVA MANUEL A
Contract Hauling
Local & Long Distance
607 Woodbridge.....Sn Luis Obspo 930
Vetter Trucking Serv Rosario.....Atascadero-31

The men and women in the Bell System are used to meeting emergencies and they are trained and equipped to carry on in times of special need. For years they have known the test of fire, flood and storm. Always before them is the tradition that "the message must go through".

Trucks–Motor

Ashton & Waer 1139-13th.....Pso Robls 666

CHEVROLET TRUCKS

Chevrolet's Advance Design brings you many new features never found in ANY truck before. 107 models on 8 wheelbases.

CHEVROLET

"WHERE TO BUY THEM"

NICHOLS SID CHEVROLET
1305 Spring.....Pso Robls 786

G M C TRUCKS—
KIMBALL MOTOR SERVICE
252 Higuera.....Sn Luis Obspo 2344
MICHELMORE D D BUICK & G M C
1501 Spring.....Pso Robls 14

GARRETT MOTORS
1219 Monterey.....Sn Luis Obispo 2476

INTERNATIONAL MOTOR TRUCKS—
ASHTON & WAER 1139-13th.....Pso Robls 666
STANDARD MOTORS & EQUIPMENT
1700 Monterey.....Sn Luis Obspo 3146

MACK TRUCKS—
McGREGOR MOTORS CO
1255 Monterey.....Sn Luis Obspo 3142

Nichols Sid Chevrolet 1305 Spring.....Pso Robls-786

Trucks–Motor, Painting

See Automobile Painting

What calls
Did He
MISS?

He'll never know; for he failed to replace the receiver of his telephone.

Your calls may be important. See that the receiver is properly replaced.

THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY

Paul's
TRUCK SERVICE
MOTOR REPAIR

COMPLETE TRUCK REPAIR
DIESEL ENGINES
OUR SPECIALTY
COMPLETE AUTOMOTIVE SERVICE
ALL MAKES CARS
PASO ROBLES
302
If No Answer Call **Templeton 2531**
903 SPRING
PAUL SAUERESSIG - *Owner*

Trucks–Motor, Parts

Nichols Sid Chevrolet 1305 Spring....Pso Robls-786

UNIVERSAL AUTO PARTS CO
QUALITY - SERVICE - PARTS
For
ALL CARS, TRUCKS AND TRACTORS
Continuous Service
969 Monterey.....Sn Luis Obspo-1418
If no answer call....Sn Luis Obspo-2726-R

Trucks–Motor, Repairing

CHEVROLET AUTHORIZED SERVICE—
NICHOLS SID CHEVROLET
1305 Spring.....Pso Robls-786

PAUL'S TRUCK SERVICE 903 Spring..Pso Robls 302
(See Advertisement This Page)

PIMENTEL & WEAVER GARAGE
TRUCK REPAIRS
AND
MAINTENANCE
HEAVY EQUIPMENT DIESEL REPAIRS
24-HOUR SERVICE
101 Hwy.....Sn Luis Obspo 1360
Residence .....Sn Luis Obspo 1066-R

Ransome Truck Service 101 Hwy..Sn Luis Obspo 2343

Trucks–Motor, Towing

See Automobile Towing

Trust Companies

See Banks; also Title Companies

When the Need is
URGENT

You want to know these things about the concern you call: Hours of service, location, delivery, promptness of service, equipment, quality of service, reliability, years in business. Concerns mention these points in their advertisements in the Yellow Pages.

Look in the
Classified
TELEPHONE SECTION

Typewriters

HILL'S STATIONERY
L. C. SMITH
TYPEWRITERS - CORONA PORTABLES
Service & Repairs
All Makes
1127 Chorro.....Sn Luis Obspo-1403

NELSON JOHNNY OFFICE EQUIPMENT CO
690 Higuera.....Sn Luis Obspo 228
(See Advertisement This Page)

Royal Typewriter Co
Johnny Nelson-Authorized Dealer
690 Higuera.....Sn Luis Obspo 228

TYPEWRITER SHOP THE
Underwood Authorized Agency
1014 Court.....Sn Luis Obspo 127
(See Advertisement This Page)

WALKER R G 785 Marsh.....Sn Luis Obspo 681-W
(See Advertisement This Page)

Typing–See Stenographers–Public

Undertakers–See Funeral Directors

Uniform Supply Service

See Linen Supply Service

Unions–Labor–See Labor Organizations

Unit Heat–See Furnaces

United States Government Offices

See Alphabetical Directory Under "U S Government"

To speed service please look up the number first!

Each new issue of the Telephone Directory contains an important percentage of listings that are new or changed.

Many new telephones have been installed.

Many people have changed their places of residence or business.

Please consult the directory first.

ROYAL
TYPEWRITERS

Standard and Portable

World's No. 1 Typewriter

- **VICTOR ADDING MACHINES**
- **CHECKWRITERS**
- **DUPLICATORS**
- ***Files - Desks - Safes***

All Makes Repaired
SALES - SERVICE - SUPPLIES
JOHNNY
NELSON OFFICE EQUIPMENT CO.
690 HIGUERA
San Luis Obispo 228

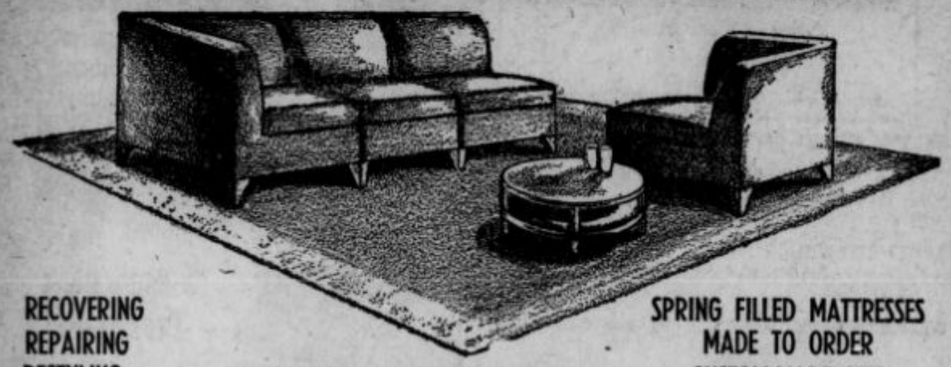
THE
TYPEWRITER SHOP
AUTHORIZED AGENCY FOR
UNDERWOOD TYPEWRITERS
SUNDSTRAND ADDING MACHINES
FILES - SAFES
DESKS - CHAIRS ETC.

Rebuilts - Rentals - Repairs
ALL MAKES OF PORTABLES
1014 Court **San Luis Obispo 127**

BOB WALKER'S
Telephone.
San Luis Obispo 681-W
SALES & SERVICE

TYPEWRITERS
R. C. Allen Adding, Calculating and Bookkeeping Machines
Ohmer - R. C. Allen Cash Registers
Ribbons & Carbon
Duplicators & Supplies
OFFICE EQUIPMENT & SUPPLIES
Rebuilts - Rental - Repairs on All Makes
785 Marsh

CUSTOM UPHOLSTERING



RECOVERING
REPAIRING
RESTYLING

UPHOLSTERY YARDAGE FOR SALE

SPRING FILLED MATTRESSES
MADE TO ORDER
CUSTOM-MADE SETS

Free Estimates — All Work Guaranteed

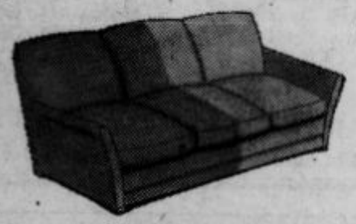
JACKMAN'S
CUSTOM UPHOLSTERY

780 PACIFIC - SAN LUIS OBISPO

PHONE *San Luis Obispo 2299-W*

PARAMOUNT
UPHOLSTERING SHOP

ALL WORK GUARANTEED



DURACLEAN SYSTEM

RECOVERING
REPAIRING
REFINISHING

COMPLETE AUTO UPHOLSTERING
UPHOLSTERY CLEANING
MOTH PROOFING

272 PACIFIC

Phone
SAN LUIS OBISPO 2921-J

SHOP IN THE YELLOW PAGES

Whenever you want information about an article, a service or a certain business

LOOK IN THE

Classified
TELEPHONE SECTION

Upholsterers

ART MESQUIT COMPLETE HOME FURNISHINGS
Uph Interiors-Bar Fronts And Tops Etc
Bridge & Branch.....Aroyo Grnde 122

Grand Furniture Shop
Grande Av.....Aroyo Grnde 138-F-2

Henry's Upholstery 572 Islay..Sn Luis Obspo 3155-W

JACKMAN'S CUSTOM UPHOLSTERY
780 Pacific.....Sn Luis Obspo 2299-W
(See Advertisement Opposite Page)

JONES SECOND HAND STORE & UPHOLSTERY SHOP 101 Hwy.....Templtn 2101

PARAMOUNT UPHOLSTERING SHOP
272 Pacific.....Sn Luis Obspo 2921-J
(See Advertisement Opposite Page)

SAN LUIS STERILIZATION & MATTRESS CO
See Our Adv Under Mattresses
Buchon & High.....Sn Luis Obspo-405

SPINNING WHEEL UPHOLSTERY
1150 Peach.....Sn Luis Obspo-1250-W

WHITAKER'S FURNITURE
UPHOLSTERING
We Guarantee Our Work
LINOLEUM - ASPHALT TILE
CARPETS & RUGS
DRAPES & VENETIAN BLINDS
1301 Broad.....Sn Luis Obspo 1006

Upholstery Cleaners

DURACLEAN SYSTEM—
PARAMOUNT UPHOLSTERING SHOP
272 Pacific.....Sn Luis Obspo 2921-J

Vacuum Cleaners—Dealers

HAMILTON J E
Eureka & Cadillac-Sales
718 Higuera.....Sn Luis Obspo 49

HORNOR DAVE
ELECTROLUX
VACUUM CLEANER & AIR PURIFIER
SALES & SERVICE
GENUINE
ELECTROLUX PARTS & SUPPLIES
1290 Murray Av.....Sn Luis Obspo 2462-J

Kirby Co Of San Luis Obispo
981 Chorro.....Sn Luis Obspo 66-M

McMAHAN FURNITURE CO
Authorized Hoover & Eureka Dealer
855 Marsh.....Sn Luis Obspo 1573

WILCOX LOU 823-12th.....Pso Robls 1507

Vacuum Cleaners—Repairing

ART MESQUIT COMPLETE HOME FURNISHINGS
Bridge & Branch.....Aroyo Grnde 122

Variety Stores

GROVER HOME SUPPLY
825 Grand Av.....Aroyo Grnde 150-F-4

Marsalek's Variety 116 Branch...Aroyo Grnde 131-J

Vending Machines

O K MUSIC CO 1129½ Monterey..Sn Luis Obispo 703

Venetian Blind Dealers

ACME QUALITY PAINT & WALLPAPER STORE
862 Monterey.....Sn Luis Obspo 3039

AMBASSADOR VENETIANS

THE FINEST
THAT
MONEY
CAN BUY

Ambassador Venetians

"WHERE TO BUY THEM"

PASO ROBLES
Western Cabinet Works 1000Park..Pso Robls-289

SAN LUIS OBISPO
Southern Pacific Milling Co
Santa Barbara Av.....Sn Luis Obspo-2200

ART MESQUIT COMPLETE HOME FURNISHINGS
National Blinds-The Nations Finest
Bridge & Branch.....Aroyo Grnde 122

GROVER HOME SUPPLY
825 Grand Av.....Aroyo Grnde 150-F-4

LONG'S VENETIAN BLIND & DRAPERY SERV Main.....Templtn 2181

WHITAKER'S FURNITURE
Wood & Metal Venetian Blinds
Linoleum - Carpets & Rugs
Drapes - Upholstering
1301 Broad.....Sn Luis Obspo 1006

Venetian Blind Renovating

COAST VENETIAN BLIND CO
868 Palm.....Sn Luis Obspo 3052-W

SAN LUIS JANITOR SERVICE
650 Graves Av.....Sn Luis Obspo 3075-W

Venetian Blind Service 38th & Spring..Pso Robls-707

Nationally Advertised Articles
can be traced to their
LOCAL DEALERS
by looking up
"WHERE TO BUY IT"
in the YELLOW PAGES

Have You Thought

Of having a separate business listing in the Telephone Directory under your own name? The charge for these extra listings is small, the convenience often great.

Venetian Blind Mfrs–Retail

COAST VENETIAN BLIND CO
868 Palm.....Sn Luis Obspo 3052-W
(See Advertisement This Page)
VENETIAN BLIND SERVICE
38th & Spring.....Pso Robls 707

Ventilating Contractors

See Contractors–Heating & Ventilating

Veterinarians

Hensley John H N Highway.....Sn Luis Obspo 78
McCAPES VETERINARY HOSPITAL
Highway 1.....Sn Luis Obspo 166
Pulling Fred Jr N Highway.....Atascadero 382
Reedy J E 834-19th.....Pso Robls 546

Veterinary Hospitals

Hensley John H N Highway.....Sn Luis Obspo 78
McCapes Veterinary Hospital
Highway 1.....Sn Luis Obspo 166

Vitamin Products–Distrs

Kinneavy F S 265 N Broad.....Sn Luis Obspo 297-W

Telephone men in all parts of the Bell System have had long experience in working together. Tools, equipment, methods of tackling the job and the "language of the business" are the same north or south, east or west. This nationwide unity of method and spirit means a telephone service of the utmost dependability.

Wall Board

BUILDERS MARKET 1115-13th.....Pso Robls-277

Wall Coverings

See Specific Kinds, i.e., Wallpaper, Linoleum Headings

Wallpaper

ACME QUALITY PAINT & WALLPAPER STORE
862 Monterey.....Sn Luis Obspo 3039
San Luis Wall Paper & Paint Store
1126 Broad.....Sn Luis Obspo 1072-R

Warehouses–Private

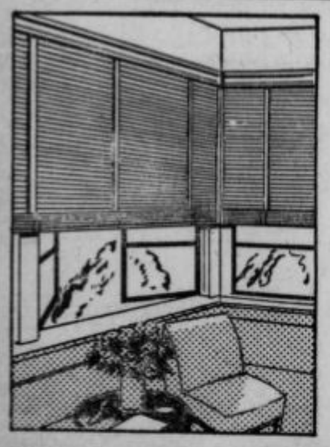
Hearst Warehouses Sn Simeon.....Cambria-28-Y-5

Warehouses–Public

Coast Counties Warehouses Tefft.....Nipomo 2331
COAST COUNTIES WAREHOUSES
157 Higuera Sn Luis Obspo-2678
FARMER'S ALLIANCE BUSINESS ASSOCIATION
945 Riverside Av. Pso Robls-115
Southern Pacific Milling Co
Oceano. Aroyo Grnde-68-F-2
Southern Pacific Milling Co Pine.....Pso Robls-433
Southern Pacific Milling Co.....S Margrita-4

Everything possible is being done to furnish you the prompt and courteous service to which you've been accustomed. When there is a delay before you get the operator, remember that more people are placing more telephone calls than ever before.

VENETIAN BLINDS



MANUFACTURERS &
RENOVATORS
CUSTOM BUILT BLINDS
ALUMINUM & STEEL

Time Payments Under FHA
Free Estimates - No Obligation

Call

San Luis Obispo 3052-W

COAST VENETIAN BLIND CO.

868 PALM ST. SAN LUIS OBISPO

Washing Machines–Dealers

BENDIX AUTOMATIC HOME LAUNDRY

The Bendix automatically washes, rinses and damp dries your clothes. For a demonstration of Bendix Automatic Home Laundry equipment visit your nearest dealer.

BENDIX automatic Home Laundry

"WHERE TO BUY IT"

ART MESQUIT COMPLETE HOME FURNISHINGS
Bridge & Branch.....Aroyo Grnde 122
Derby's Electric Shop 827-13th.....Pso Robls-91
EKEGREN'S HOME FURNISHINGS
420-5th.....Morro Bay 2792

BLACKSTONE HOME LAUNDRY EQUIPMENT—
LONG E E PIANO CO
777 Marsh.....Sn Luis Obspo 506

EASY WASHING MACHINES—
ATASCADERO HARDWARE
Traffic Wy.....Atascadero 133
HEATON R C CO 803-13th.....Pso Robls 29
LONG E E PIANO CO
777 Marsh.....Sn Luis Obspo-506

FRIGIDAIRE FULLY AUTOMATIC WASHER

See Frigidaire Automatic Washer with exclusive "Live-Water" washing action and Rapidry-Spin. Also, Frigidaire ironers, dryers, refrigerators, electric ranges, home freezers, water heaters.

FRIGIDAIRE made only by GENERAL MOTORS

"WHERE TO CALL"

LONG E E PIANO CO
777 Marsh.....Sn Luis Obspo 506

HEATON R C CO 803-13th.....Pso Robls 29
HICKENBOTTOM J F & SONS
745 Higuera.....Sn Luis Obspo 609
(See Advertisement This Page)

LAUNDERALL AUTOMATIC HOME LAUNDRY—
FRANSCIONI BUTANE SALES & SERV
2801 Spring.....Pso Robls 343

LITTLE GIANT TRAY WASHERS—
LONG E E PIANO CO
777 Marsh.....Sn Luis Obspo 506

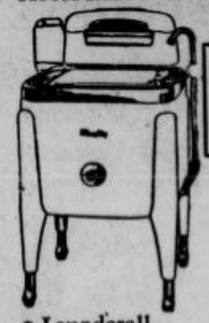
Long E E Piano Co 777 Marsh.....Sn Luis Obspo 506

MAYTAG WASHING MACHINES—
HEATON R C CO 803-13th.....Pso Robls 29
HICKENBOTTOM J F & SONS
Sales & Service
745 Higuera.....Sn Luis Obspo 609
LONG E E PIANO CO
777 Marsh.....Sn Luis Obspo-506

McMAHAN FURNITURE CO
855 Marsh.....Sn Luis Obspo 1573
Robinson Ernie Maytag Traffic Wy....Atascadero 582
(See Advertisement This Page)
SEARS ROEBUCK & CO
879 Higuera.....Sn Luis Obspo-760
(See Advertisement This Page)
WILCOX LOU
Genl Elec-Universal-Conlon-Haag-Whirlpool
823-12th.....Pso Robls 1507

Advertising in the Yellow Pages of the Telephone Directory is a direct way to keep your products before buyers. More and more people "Look inside the Classified" before buying.

AUTHORIZED
Maytag
WASHERS & IRONERS
RANGES - DEEP FREEZERS
Sales & Service



PHONE
San Luis Obispo
609

- Repairing on All Makes
- Rolls & Parts for Al l Makes
- Water Heaters

- Launderall Automatic Home Laundry
- Automatic Clothes Drier

J. F. Hickenbottom & Sons
Two Locations
745 HIGUERA
AND
CORNER OF BROAD & PISMO ST.

KENMORE WASHING MACHINES

COLDSPOT REFRIGERATORS
KENMORE VACUUMS SILVERTONE RADIOS
Shop at Sears and Save
Sears Roebuck & Co.
879 HIGUERA STREET San Luis Obispo 760

Ernie Robinson
MAYTAG
Authorized Sales & Service

Phone ATASCADERO 582
Complete Line of
MAYTAG PRODUCTS
RANGES - WASHERS
HOME FREEZERS
Repairs on All Makes
Central Mall & Traffic Way Atascadero

Enjoy

ARROWHEAD
Spring Water

A sparkling, crystal clear mountain spring in your home

Phone
San Luis Obispo 11

Drink

PURITAS

PURITAS
distilled
Water

California's *purest* drinking water—*ozonized* for *extra purity!*

Phone
San Luis Obispo 11

Serving All Communities in San Luis Obispo County

CRYSTAL SPRINGS
WATER CO.

- Pure Drinking Water
- Bottled Fresh Daily
- Dispensers - Cups - Coolers
- Distilled Water

PHONE
San Luis Obispo 965

Serving

PASO ROBLES
ATASCADERO
GUADALUPE
LOMPOC

MORRO BAY
PISMO BEACH
ARROYO GRANDE
SAN LUIS OBISPO

Washing Machines–Repairing

ART MESQUIT COMPLETE HOME FURNISHINGS
Bridge & Branch . . . . . Aroyo Grnde 122
Bryan Ray Radio Electric Service
1226 Park . . . . . Pso Robls 654
BUD'S REFRIGERATION & WASHING MACHINE SERVICE 907-12th . . . . . Pso Robls 383-W
KENMORE WASHING MACHINE SERVICE—
SEARS ROEBUCK & CO
879 Higuera . . . . . Sn Luis Obspo 760

LONG E E PIANO CO
777 Marsh . . . . . Sn Luis Obspo-506
Robinson Ernie Maytag Agcy
Traffic Wy . . . . . Atascadero 582

Watches

GRAGG'S 1023 Osos . . . . . Sn Luis Obspo 1661

Watches–Repairing

BROWN CLARENCE 862 Higuera . Sn Luis Obspo-1312
GRAGG'S 1023 Osos . . . . . Sn Luis Obspo 1661
Marshall's Jewelry Store
790 Higuera . . . . . Sn Luis Obspo 597
Paso Robles Jewelry Store 725-13th . . . Pso Robls 443

Water Companies–Bottled

ARROWHEAD & PURITAS WATER INC
855 Monterey . . . . . Sn Luis Obspo 11
(See Advertisement Opposite Page)

CALSO WATER—
FORTINI LOUIS C
S Highway . . . . . Pso Robls 1049-W

CRYSTAL SPRINGS WATER CO
Yoakum Tr . Sn Luis Obspo-965
(See Advertisement Opposite Page)
VERNON SPRING WATER CO
Los Berros Canyon . . . . . Aroyo Grnde 216-F-22

Good neighbors are considerable party-line users. Remember these party-line golden rules:

- Space your calls instead of making several of them without a break.
- Talk only as long as you have to on each call.
- When you finish talking replace the receiver properly.
- Make certain, if you are using a dial telephone, that the line is clear to receive your call.
- Ask your youngster not to monopolize the telephone.

When you call somebody by telephone

PLEASE DON'T "HANG UP" TOO SOON

"Play Ball" with him by giving him time to answer.

Water Companies–Public Utility

Atascadero Mut Water Co Pmpg Stn . . Atascadero-11
Atascadero Mutual Water Co Highway . Atascadero-60
Fay Water Co Port Sn Luis . . . . Sn Luis Obspo-1-R-12
Oceano Beach Water Co
Oceano . . . . . Aroyo Grnde 231-F-11
Paso Robles City Water Works 13th . . Pso Robls 232-W
Pismo Beach City Water Dept Dolliver . Pismo Bch 133

Water Coolers & Fountains

CRYSTAL SPRINGS WATER CO
Yoakum Tr . Sn Luis Obspo-965

Water Heaters–Dealers

DAY & NIGHT WATER HEATERS—
SAN LUIS BUTANE DISTRS
Ensenada Av . . . . . Atascadero 151
SMEE'S PLUMBING & HEATING SHOP
1302 Osos . . . . . Sn Luis Obspo 766

FRIGIDAIRE ELECTRIC WATER HEATERS

See Frigidaire Water Heaters with fast-heating Radiantube Unit. Also, Frigidaire refrigerators, electric ranges, home freezers, automatic washers, ironers and dryers.

FRIGIDAIRE
MADE ONLY BY GENERAL MOTORS

"WHERE TO CALL"

Atascadero Hardware Traffic Wy . . Atascadero 133
HEATON R C CO 803-13th . . . . . Pso Robls 29
LONG E E PIANO CO
777 Marsh . . . . . Sn Luis Obspo 506

GENERAL ELECTRIC WATER HEATERS

G-E Automatic Electric Water Heaters for all the hot water you need, when you need it. Completely automatic. No fuss. No fumes. No dirt.

"WHERE TO CALL"
SALES & SERVICE DEALER

Cline's Electric Shop
962 Monterey . . . . . Sn Luis Obspo 13

HUGHES PLUMBING & REPAIR
361 Pismo . . . . . Pismo Bch 74

KEENE'S PLUMBING & HEATING SERV
Water Heaters For Every Need
GAS - ELECTRIC - BUTANE - OIL
Homes - Restaurants - Shops
Repairs For All Makes Complete Price Range
See Our Large Assorted Display
618-12th . . . . . Pso Robls 655-J

(Continued Next Page)

FOUR THOUGHTFUL ITEMS OF TELEPHONE PROCEDURE—

1. Please answer promptly.
2. Please be on the line when the party you want answers.
3. Please speak distinctly and without hurrying, with the lips close to the mouthpiece.
4. Please replace the receiver gently when through talking.

Water Heaters–Dealers–(Cont'd)

MACK'S PLUMBING SHOP
745 Pine ..... Pso Robls 1329-W
McKELVEY'S PLUMBING & HEATING
Highway ..... Atascadero 394

MISSION WATER HEATERS

MORE HOT WATER
PER MINUTE
AT LESS COST

"WHERE TO BUY THEM"

MANUFACTURER

MISSION APPLIANCE CORPORATION
679 Bryant S F
(Toll) Call "Operator" for .... Sutter 1-0314

DEALERS

BOAL'S BUTANE SERVICE
Highway No 1 ..... Cayucos 53
Burt Jas R Bridge ..... Cambria 66
CLARK'S PLUMBING Highway .... Atascadero 30
Cook F D Plumber & Electrician
1032 Pine ..... Pso Robls 1032
Mack's Plumbing Shop
745 Pine ..... Pso Robls 1329-W
McBride Sheet Metal Works
1023 Nipomo ..... Sn Luis Obspo 337
NANCE CLYDE S
1701 Riverside ..... Pso Robls 143-W
Ramage W C Bill 621 High . Sn Luis Obspo 2386-W
SMEE'S PLUMBING & HEATING SHOP
1302 Osos ..... Sn Luis Obspo 766

RUUD AUTOMATIC GAS WATER HEATERS

For More Than 50 Years "Standard of the World" RUUD Automatic Heater with Famous MONEL Tank. "The Tank You Can Trust Because It Can't Rust"

RUUD MONEL

"WHERE TO BUY THEM"

DISTRIBUTOR

BASFORD H R CO 425-2d S F
(Toll) Call "Operator" for .... Exbrook 2-7075

DEALERS

FRANSCIONI & DAVIS BUTANE SALES
884 N Broad ..... Sn Luis Obspo 3195
HEATON R C CO 803-13th ..... Pso Robls 29
LONG E E PIANO CO
777 Marsh ..... Sn Luis Obspo 506
SAN LUIS BUTANE DISTRS
Ensenada Av ..... Atascadero 151
SMEE'S PLUMBING & HEATING SHOP
1302 Osos . Sn Luis Obspo-766
WILCOX LOU 823-12th ..... Pso Robls 1507

A thoughtful party-line user answers her telephone bell promptly . . . places her own calls accurately, so that they do not have to be placed again . . . does not monopolize the telephone at the inconvenience of others . . . teaches children, too, the little telephone kindnesses . . . and when her telephone is not in use, sees that it is hung up.

Water Softening Equipment

CLAY ERNEST L
WATER CONDITIONERS
PERMUTIT & STOVER
WATER CONDITIONERS
FOR HOME & INDUSTRY
Free Water Analysis - Any Time
River Rd. Atascadero-259-M

CULLIGAN SOFT WATER SERVICE
Soft Water On A Service Basis
No Equipment To Buy
No Investment To Make
No Work To Do
Industrial & Domestic Softeners for Sale
1331 Murray ..... Sn Luis Obspo 2195-W
1536 Vine ..... Pso Robls 248-W

CULLIGAN SOFT WATER SERVICE
1536 Vine ..... Pso Robls 248-W

HADEN K CO
WATER
CONDITIONING EQUIPMENT
RESIDENTIAL - COMMERCIAL
Guranteed Installations
678 Marsh ..... Sn Luis Obspo 3081-W

KEENE'S PLUMBING & HEATING SERV
618-12th ..... Pso Robls 655-J

Water Treating Service

Culligan Soft Water Service
1536 Vine ..... Pso Robls 248-W
Culligan Soft Water Service
1331 Murray ..... Sn Luis Obspo 2195-W

Water Well Boring & Drilling

BENCE H W ..... Pso Robls 29-F-3
Blanchard Avery Oceano ..... Aroyo Grnde 231-F-5
TOMASINI A E
See Our Adv Under Pumps
1922 Johnson ..... Sn Luis Obspo-1424

Weed Exterminating–See Exterminating

Weighers–Public

Hitchcock A B 1221 Vine ..... Pso Robls-206-R

Don't Throw It Away

Things around the house you consider useless — may need only minor repairs to make them serviceable. Call a service man near you.

LOOK IN THE
Classified
TELEPHONE SECTION

Welding

Billings Henry Machine Shop
1040-13th ..... Pso Robls 1306

BORRADORI SAMUEL
Specializing In
Farm & Construction Equip.
Pipe Line Welding
Modern Portable Equip.
Electric & Acetylene
..... Cayucos 9-M

FARMER'S HARDWARE & EQUIP CO
581 Higuera ..... Sn Luis Obspo 852
FREDERICK BROS GARAGE
Shandon ..... Pso Robls 26-F-15
Jones C M Highway ..... Atascadero 52
Langan M B Buick Garage ..... Cambria 2
LEICHTY IVAN WELDING SHOP
1004 Salinas Av ..... Pso Robls 177-J

NEGRANTI MARIO
Trailers & Body Building
Welding of
Farm Machinery and Equipment
Little Willow Crk Rd ..... Cayucos 29-Y-4

OGDEN HOWARD O
Grande Av ..... Aroyo Grnde 136-F-11
Parker E R Boiler Works
514 Higuera . Sn Luis Obspo-2056
San Luis Welding Works
Ward Munger
960 Nipomo ..... Sn Luis Obspo-1098
SILVA & RATLIFF
Electric & Acetylene Welding
Portable Welding Equipment
1243 Monterey ..... Sn Luis Obspo 1199
Wood H A
Portable Equipment
1207-13th ..... Pso Robls 321

Welding Equipment & Supplies

HOBART ARC WELDERS—
HOBART WELDER SALES & SERVICE
276-11th S F
(Toll) Call "Operator" for .. Hemlock 1-1029

People can't reach you by telephone when the instrument is left "off the hook". Your line is "busy" or "out of order" to anyone calling.

To Find an Authorized
Sales and Service Dealer
When you want the "genuine" in a nationally-advertised product or service
LOOK IN THE
YELLOW PAGES
They Tell "Where to Buy It"

Well Castings

MONTAGUE PIPE & STEEL CO
Hard Red Water Well Casings
1999-3d S F
(Toll) Call "Operator" for .... Hemlock 1-6910

Wheel Aligning & Repairing

See Automobile Wheel, Axle & Frame Repairing

Whist Clubs–See Clubs

Wicker Furniture–See Furniture Headings

Window Screens–See Screens–Window

Window Shades–Retail

ACME QUALITY PAINT & WALLPAPER STORE
862 Monterey ..... Sn Luis Obspo 3039
ART MESQUIT COMPLETE HOME FURNISHINGS
Bridge & Branch ..... Aroyo Grnde 122
LONG'S VENETIAN BLIND & DRAPERY SERVICE
Main ..... Templtn 2181

Window Shades–Whsle & Mfrs

Coast Venetian Blind Co
868 Palm ..... Sn Luis Obspo 3052-W

Windows–Wood

See Millwork; also Building Materials

Wineries

Pesenti's Winery ..... Templtn 2791

Wines–Retail

EL CAMINO LIQUOR STORE
960 Monterey . Sn Luis Obspo-1821
Frank's Liquor Store 1019 Chorro . Sn Luis Obspo-1022
Osos Liquor Store 1601 Osos ..... Sn Luis Obspo-42
Pergola Liquor Store 978 Morro . . . Sn Luis Obspo-755
REGINA WINES—
WIEDERSHEIM & LANGDON
304 Higuera ..... Sn Luis Obspo 293
Waldorf Cafe 975 Osos ..... Sn Luis Obspo-1002

Wines–Whsle

Glaser Bros 735 Marsh ..... Sn Luis Obspo 1600
GRAPE GOLD WINES—
FORTINI LOUIS C
S Highway ..... Pso Robls 1049-W
JUILLARD INC 228 Snta Barbara . Sn Luis Obspo-1248
Morganti L J Co 698 Higuera .... Sn Luis Obspo 2440
PETRI WINES—
FORTINI LOUIS C
S Highway ..... Pso Robls 1049-W

Wire Rope

Philpott George M Co 1160 Bryant San Francisco
(Toll) Call "Operator" for ..... Hemlock 1-5475

Women's Accessories–Retail

Little Shoppe The 999 Higuera . Sn Luis Obspo 1939-J
MINELLE'S LINGERIE
Mrs Irene L Rietsche-Prop
1117 Chorro ..... Sn Luis Obspo 1448-W
Vogue The 1233 Park ..... Pso Robls 70

Hear many of the world's outstanding musical artists on the Telephone Hour—N.B.C., Monday nights.

Water Heaters–Dealers–(Cont'd)

MACK'S PLUMBING SHOP
745 Pine.....Pso Robls 1329-W
McKELVEY'S PLUMBING & HEATING
Highway.....Atascadero 394

MISSION WATER HEATERS

MORE HOT WATER
PER MINUTE
AT LESS COST

"WHERE TO BUY THEM"

MANUFACTURER

MISSION APPLIANCE CORPORATION
679 Bryant S F
(Toll) Call "Operator" for....Sutter 1-0314

DEALERS

BOAL'S BUTANE SERVICE
Highway No 1.....Cayucos 53
Burt Jas R Bridge.....Cambria 66
CLARK'S PLUMBING Highway....Atascadero 30
Cook F D Plumber & Electrician
1032 Pine.....Pso Robls 1032
Mack's Plumbing Shop
745 Pine.....Pso Robls 1329-W
McBride Sheet Metal Works
1023 Nipomo.....Sn Luis Obspo 337
NANCE CLYDE S
1701 Riverside.....Pso Robls 143-W
Ramage W C Bill 621 High Sn Luis Obspo 2386-W
SMEE'S PLUMBING & HEATING SHOP
1302 Osos.....Sn Luis Obspo 766

RUUD AUTOMATIC GAS WATER HEATERS

For More Than 50 Years "Standard of the World" RUUD Automatic Heater with Famous MONEL Tank. "The Tank You Can Trust Because It Can't Rust"

RUUD MONEL

"WHERE TO BUY THEM"

DISTRIBUTOR

BASFORD H R CO 425-2d S F
(Toll) Call "Operator" for....Exbrook 2-7075

DEALERS

FRANSCIONI & DAVIS BUTANE SALES
884 N Broad.....Sn Luis Obspo 3195
HEATON R C CO 803-13th.....Pso Robls 29
LONG E E PIANO CO
777 Marsh.....Sn Luis Obspo 506
SAN LUIS BUTANE DISTRS
Ensenada Av.....Atascadero 151
SMEE'S PLUMBING & HEATING SHOP
1302 Osos.Sn Luis Obspo-766
WILCOX LOU 823-12th.....Pso Robls 1507

A thoughtful party-line user answers her telephone bell promptly . . . places her own calls accurately, so that they do not have to be placed again . . . does not monopolize the telephone at the inconvenience of others . . . teaches children, too, the little telephone kindnesses . . . and when her telephone is not in use, sees that it is hung up.

Water Softening Equipment

CLAY ERNEST L
WATER CONDITIONERS
PERMUTIT & STOVER
WATER CONDITIONERS
FOR HOME & INDUSTRY
Free Water Analysis - Any Time
River Rd.....Atascadero-259-M

CULLIGAN SOFT WATER SERVICE
Soft Water On A Service Basis
No Equipment To Buy
No Investment To Make
No Work To Do
Industrial & Domestic Softeners for Sale
1331 Murray.....Sn Luis Obspo 2195-W
1536 Vine.....Pso Robls 248-W

CULLIGAN SOFT WATER SERVICE
1536 Vine.....Pso Robls 248-W

HADEN K CO
WATER
CONDITIONING EQUIPMENT
RESIDENTIAL - COMMERCIAL
Guranteed Installations
678 Marsh.....Sn Luis Obspo 3081-W

KEENE'S PLUMBING & HEATING SERV
618-12th.....Pso Robls 655-J

Water Treating Service

Culligan Soft Water Service
1536 Vine.....Pso Robls 248-W
Culligan Soft Water Service
1331 Murray.....Sn Luis Obspo 2195-W

Water Well Boring & Drilling

BENCE H W.....Pso Robls 29-F-3
Blanchard Avery Oceano.....Aroyo Grnde 231-F-5
TOMASINI A E
See Our Adv Under Pumps.
1922 Johnson.....Sn Luis Obspo-1424

Weed Exterminating–See Exterminating

Weighers–Public

Hitchcock A B 1221 Vine.....Pso Robls-206-R

Don't Throw It Away

Things around the house you consider useless — may need only minor repairs to make them serviceable. Call a service man near you.

LOOK IN THE
Classified
TELEPHONE SECTION

Welding

Billings Henry Machine Shop
1040-13th.....Pso Robls 1306

BORRADORI SAMUEL
Specializing In
Farm & Construction Equip.
Pipe Line Welding
Modern Portable Equip.
Electric & Acetylene
.....Cayucos 9-M

FARMER'S HARDWARE & EQUIP CO
581 Higuera.....Sn Luis Obspo 852
FREDERICK BROS GARAGE
Shandon.....Pso Robls 26-F-15
Jones C M Highway.....Atascadero 52
Langan M B Buick Garage.....Cambria 2
LEICHTY IVAN WELDING SHOP
1004 Salinas Av.....Pso Robls 177-J

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Trailers & Body Building
Welding of
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WIEDERSHEIM & LANGDON
304 Higuera.....Sn Luis Obspo 293
Waldorf Cafe 975 Osos.....Sn Luis Obspo-1002

Wines–Whsle

Glaser Bros 735 Marsh.....Sn Luis Obspo 1600
GRAPE GOLD WINES—
FORTINI LOUIS C
S Highway.....Pso Robls 1049-W
JUILLARD INC 228 Snta Barbara.Sn Luis Obspo-1248
Morganti L J Co 698 Higuera....Sn Luis Obspo 2440
PETRI WINES—
FORTINI LOUIS C
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Mrs Irene L Rietsche-Prop
1117 Chorro.....Sn Luis Obspo 1448-W
Vogue The 1233 Park.....Pso Robls 70

Hear many of the world's outstanding musical artists on the Telephone Hour—N.B.C., Monday nights.

Women's Wearing Apparel–Retail

ANITA FROCKS 758 Higuera . . . . Sn Luis Obspo-2794
BAY SMART SHOP 435-5th . . . . . Morro Bay 2811
Chambers Dress Shop 1214 Park . . . . . Pso Robls 74

DOTTIE'S TOT & SPORT TOGS

MATERNITY FROCKS
COMPLETE LADIES SPORT TOGS
KATY-LYNN CREATIONS
Sizes 9-52
Complete Infants' Dept. & Children's Wear

Dolliver . . . . . Pismo Bch 188-J

DOKO'S VARIETY STORE

Complete
VARIETY STORE
Women & Children's
Wearing Apparel

Price & Pismo . . . . . Pismo Bch-51

Harding Dorotha M Dress Shop
636 Price . Pismo Bch-324
HART'S DRESS SHOP 1321 Park . . . Pso Robls 1041
Kipper's 853 Higuera . . . . . Sn Luis Obspo-207

LACTERMAN'S

Where You Will Find Nationally Advertised
COATS - SUITS - DRESSES
FURS & ACCESSORIES
POPULAR PRICES
"Where Fit Is Always Guaranteed"

728 Higuera . . . . . Sn Luis Obspo-1285

Little Shoppe The 999 Higuera . Sn Luis Obspo 1939-J
MOTZ STYLE SHOP
Margaret McNeil-Prop
856 Higuera . . . . . Sn Luis Obspo-1054
RILEY'S 749 Higuera . . . . . Sn Luis Obispo 36
RUMLEY'S DEPT STORE 5th . . . . . Morro Bay 3251
Ru-Mae Shoppe
Mary Hammack Smith-Prop
1123 Chorro . . . . . Sn Luis Obspo-1718
Smith Leonore M 126 Branch . . . . . Aroyo Grnde-9
Vogue The 1233 Park . . . . . Pso Robls 70
Wendel's Ladies Ready To Wear
Chorro & Higuera . . . . . Sn Luis Obspo 162-W

Put the Classified Telephone Directory on your selling staff. Your listing and advertising in the Yellow Pages brings your firm name right into prospects' homes and offices.

&
Incidentally

Prompt answering of a telephone's ring is thoughtful, courteous—and good business.

THE PACIFIC TELEPHONE
AND TELEGRAPH COMPANY

Wood

Elisarraraas T . . . . . S Margrita 26-J
Ferguson Ernest Cayucos-43
Fletcher H J Oak Flat . . . . . Pso Robls 3-J-3
Guerrero Lino 1429 Riverside Av . . . Pso Robls 702-W
WEBSTER JACK
Wood That Burns
Grand . . . . . Aroyo Grnde 240-F-13

Woodworkers' Equipment & Supplies

EBY MACHINERY CO THE 2635 Peralta Oakland
(Toll) Call "Operator" for . . . . . Templebar 2-8687
Idaco Engineering Co 3200 Peralta Oakland
(Toll) Call "Operator" for . . . . . Piedmont 5-2261

Wrecking–Automobile

See Automobile Wreckers

Yarn–Retail

Castle Weave Shop The 425-5th . . . . . Morro Bay 3212
CONNIE'S ADORABLE BABY SHOP
1322 Spring . . . . . Pso Robles 339-M
Hamilton J E 718 Higuera . . . . . Sn Luis Obspo-49
Singer Knit & Art Shop
Expert Knitting Instruction
718 Higuera . . . . . Sn Luis Obspo-49

Behind your telephone today—and tomorrow—is the Spirit of Service. It has been demonstrated over the years by thousands of telephone men and women, in fair and stormy weather.

• When You Have
FORGOTTEN . . . A NAME
Recommended
By Someone

You remember someone having recommended a certain concern or dealer, but can't remember the name recommended.

LOOK IN THE
Classified
TELEPHONE
SECTION

You will probably recognize the name when you see it.

CALIFORNIA TELEPHONE DIRECTORIES

WHITE PAGES

LOCALITY: San Luis Obispo County, Adelaida, Arroyo Grande, Atascadero, Avila Wharf, Cambria, Camp Roberts, Cayucos, Circle M Ranch, Gorda, Hacienda, Kozy Kove Ranch, Lucia Lodge, Morro Bay, Nipomo, Oceano, Pacific Valley, Parkfield, Paso Robles, Pismo Beach, Port San Luis Wharf, Salmon Creek, San Miguel, San Simeon, Santa Margarita, Shandon, Shell Beach,Templeton, U.S. Lighthouse Station, Willow Springs Maintenance Camp

YEAR: February 1948

SAN LUIS OBISPO COUNTY

This section of the directory includes listings of subscribers in the communities shown below.

ADELAIDA (See Paso Robles)
ARROYO GRANDE
ATASCADERO
AVILA WHARF
CAMBRIA
CAMP ROBERTS
CAYUCOS
CIRCLE M RANCH
GORDA
HACIENDA
KOZY KOVE RANCH
LUCIA LODGE
MORRO BAY
NIPOMO
OCEANO (See Arroyo Grande)
PACIFIC VALLEY
PARKFIELD
PASO ROBLES
PISMO BEACH
PORT SAN LUIS WHARF
SALMON CREEK
SAN MIGUEL
SAN SIMEON (See Cambria)
SANTA MARGARITA
SHANDON (See Paso Robles)
SHELL BEACH (See Pismo Beach)
TEMPLETON
U. S. LIGHTHOUSE STATION (See Cambria)
WILLOW SPRINGS MAINTENANCE CAMP

Listings of San Luis Obispo subscribers may be found in the other white section of this directory.

FEBRUARY 1948

ADELAIDA

(For Subscribers see Paso Robles)

ARROYO GRANDE

J. E. Gooding, Manager

BUSINESS TRANSACTIONS WITH TELEPHONE CO.

The Pac Telephone & Telegraph Co
Business Office 968 Monterey St San Luis Obispo
Ask Operator for.....Business Office
(No charge for calls to Business Office)

Payments in person and personal visits

The Pac Telephone & Telegraph Co.....Bridge St
Arroyo Grande

A

Agueda Henry r 130 Valley Rd.....91
Agueda's Shell Service Station 101 Hwy.....92-W
Allen Geo W r Pismo Rd.....137-F-11
Altamirano Annie r Oceano.....404-F-15
Anderson C A r Corbett Canyon.....155-Y-5
Anderson R D r 105 Poole.....413-R
Anderson Ray r Leedham.....204-J
Andrews R W r.....216-F-3
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139 Traffic Wy.....60-W
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Azevado John M r.....219-F-5

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Bair Clarence M r Huasna.....225-F-14
Bair L C refrigtn eqip Fair Oaks.....211-F-23
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Belsit Clara r Oak & Grande Av.....115-J
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Bennett Ralph r 567 Crown.....19-M
Benton Ernest r 551 Branch.....414-W
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Berry K H 428 Wilmar Av Oceano.....404-F-3
Bertrem J R paintng contr 559 Traffic Wy.....70-J
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Bishop R A r 158 Allen.....74-W
Bishop's Garage & Radiator Shop 148 Allen.....74-W
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Bosse Katie S Mrs r 136 Bridge.....10-J
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Branch E A Mrs r 435 Le Point Av.....290
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Brisco L A contr 105 Nelson....40
Brisco Service Station 147 Bridge....45-W
Brown Albert M r Tally Ho....140-R
Brown Antonio r Corbett Canyon....155-Y-2
Brown & Doko contrs 101 Hwy....286-F-4
Brown Eugene r Oceano....261-F-13
Brown Harry W r Myrtle....26-M
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Burgan Olive I Mrs r 318 Mason....128-M
Burnett Bearl Mrs r 536 Crown Hill....401-J
Burrell Clarence r 304 Mason....94-J
Burt Geo A r....216-F-14
Buss Alice L Mrs r 127 Short....208-M
Buzz Barber & Beauty Shop 108 Branch....57
Byrd A J Rev r Grand Av....261-F-23

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Clark Fred W Feed Co 135 Traffic....200-W
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Corey Hap r Oceano....230-F-11
Corey Jack Oceano....230-F-11
Corey Norma Oceano....230-F-11
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Courtright F W rl est Grand Av....144-F-22
Covert Gail r 562 Crown....110
Covert & Linstrum rl est 203 Bridge....110
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Cozy Corner Motel 554 Traffic Wy....259
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Cunha M S Oceano Packng Co Oceano....412-F-2

D

Dalessi Edw r Oceano....402-F-21
Dammann M A Cozy Corner Motel 554 Traffic Wy....259
Dana G S r 136 Valley Rd....15
Dana R F r 116 Allen....239-J
Dan's Shoe Shop 141 Bridge....11-W
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Ditmas C H r St Remy Ranch....226-F-4
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Dixon Gordon F r Newsom Rd....207-J
Doko A r 101 Hwy....286-F-13
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Doty Della Mrs r 320 Short....208-W
Dowell Jas r 242 Garden....297-R
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Dowell W H r....222-F-12
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Edmands Dora L Mrs r Grand Av....261-F-15
Edmands E Y r Le Point....4-W
Edmands Loren r Leedham Ln....201-M
Edwards John W rl est 221 Bridge....123-J
Edwards John W rl est 616 Cornwall....141-F-5
Egan W H Mrs r....254-F-5
Eldridge Oscar r 220 Traffic Wy....29
Elster Grove E poltry Oceano....234-F-21
Engel Jos r 200 Mason....128-J
English Lillie Mrs r 521 Le Point Av....4-J
Enos Agnes r 307 Le Point Av....249
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Epp Cecil L r 120 High....152-W
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Evans Shirley r 552 Le Point....44-W
Evenson Don E food prods 717 Grand Av....141-F-13
Ewing B E r....211-F-13

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Fair Oaks Grocery Grand & Halcyon....236-F-12
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ATASCADERO

J. E. Gooding, Manager

BUSINESS TRANSACTIONS WITH TELEPHONE CO.

Telephone Calls, mail payments and correspondence

The Pac Telephone & Telegraph Co....717-14th St
Paso Robles
Ask Operator for....Business Office
(No charge for calls to Business Office)

Payments in person and personal visits

The Pac Telephone & Telegraph Co....Traffic Way
Atascadero

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Alexander Emelie r NHwy....369-J
Alley Roy E r NHwy....73-M
Ambrose Stanley r Coromar Av....486-R
American Red Cross Highway....74
Amerivet Technical Institute
Administration Office Central Mall....180
Hall of Applied Science N Mall....79
Amsbury Bessie Miss r Portola Rd....379-R
Anderson Hugo E r Portola Rd....209
Anderson John E r El Bordo Av....270-J
Anderson Robt W r Rosario Av....466-W
Andrews Jack r Portola Rd....206-R
Arden J W r Snta Rosa Av....314-J
Arebalo C r ValentineAv....354-J
Armstrong Howard r Atascadero....44-W
Armstrong J H r Portola Rd....207-W
Armstrong Mary Mrs r Olmeda Av....307-M
Armstrong's Books & Gifts Entrada Av....490-W
Arnold S L r Rosario....354-R
Arthurs Marion r Monterey Rd....482-W
Ashby W L r Highway....294-M
Ashton G H r Fresno & San Jacinto Av....588-J
Atascadero Bakery Highway....182
Atascadero Brand Tamales Coromar Av....113-M
Atascadero Brokerage Co Traffic Wy....680
Atascadero Cleaners Hwy....139
Atascadero Electric Atascadero Av....222
Atascadero Elementary School....10
Atascadero Feed & Supply Highway....193
Atascadero Garage Hwy....16
Atascadero General Hospital Magnolia Av....170
Atascadero Golf Course Highway....101-W
Atascadero Grange Hall Palma Av....214-J
Atascadero Guarantee Building-Loan Assn Highway....147
Atascadero Hardware Traffic Wy....133
Atascadero Home Furnishings Highway....484-W
Atascadero Hotel S Highway....197
Atascadero Inn S Highway....197
Atascadero Mkt—Radke's Traffic Wy....89
Atascadero Motor Lodge S Highway....243-J
Atascadero Motor Serv 101Hwy....368
Atascadero Mutual Water Co Highway....60
Atascadero Mutual Water Co pumping sta....11
Atascadero News North Highway....100
Atascadero Union High School
Agriculture Dept Agriculture Bldg....370
Cafeteria....108
Office....61
Shops....7-W
Atas Ice Serv S Highway....251-J
Austin Gilbert E r Sn Blas Av....379-J
Austin Harry A Lt Col r SntaLucia....306
Austin R E Justc of Peace W Mall....162
Austin R E r Mercedes Av....253-W
Automobile Club of S Calif
Emergency Rd Serv Highway....163
If no answer call....47
Ax Alice A Mrs r Tunitas Av....191
Ayars M B Mrs r PortolaRd....366-J
Ayres A T r South Hwy....319-J-3

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Bacon Harold M r SnClemente....363-R
Baer R r Rosario Av....77-J
Baker C L r Snta Ysabel Av....685-W
Baker Wm P r....7-M
Balderson D L r Fresno Av....87-W
Bank of America Traffic Wy....107
Barnes B A r Junipero Av....189-W
Barnum Floyd E r Portola Rd....583-M
Baron Phil r Salinas Rd....318-R-1
Barstad W P r Portola Rd....248-R
Barton W D r Snta Ynez Rd....278-W
Bateman N R r Portola Av....390-J
Bates Donald E Dr dnts Entrada Av....64
Bates Donald E Dr r River Rd....217-R
Beauty Sleep Auto Court S Highway....236-J
Beck B B r South Hwy....485-W
Beckner R D r Morro Rd....688-M

Benedict Lena A Mrs r N Hwy....294-J
Bennett Emma r 101 Hwy....365-W
Berglund Wm A Dr Highway....694
Bernhoff Eleanor r SombrillaAv....18-R
Berry R F r Yesal Av....53-W
Berry Wm r Snta Ynez Av....283-M
Bertram Loyd r Portola Av....210-W
Best Sydney r Snta Lucia Av....126-W
Betty's Beauty Shop Ketch Bldg....36
Bishop Jean A Mrs r Nogales Av....291-J
Bissell Chas M r Palma Av....68-J
Bissell J H r Snta Ynez....184
Blackwell Eva M r Ramona Rd....496-R
Blakeslee Maude r HighSchoolCottage....204-R
Blanchard Ruth E r Ensenada....330-R
Bland Albert M r Sn Benito Rd....231-W
Bliss J D r Curbaril Av....352-J
Bliss L D Mrs r Portola Rd....159-W
Blomgren Earl r Del Rio Av....216-R
Blundell Aibert Jr r Capistrano Av....491-J
Blundell Albert Sr r Del Rio Av....218
Blundell Dale r Tunitas Av....72
Bobsin Louis r Snta Ynez Av....275-M
Bobsin Matilda r SantaYnez....275-J
Bobsin Vernon L r Morro Rd....276-M
Bockemuehl Lillian Mrs r Atas Hotel....484-J
Bockemuehl Virginia r Highway....302
Boelk M D r Navajo....321
Borden Norman r Ardilla Rd....695-W
Boriack Wm r....80-F-2
Bouton Cabinet & Glass Shop Del Rio Av....255
Boyd I J r Snta Lucia....188
Boydstun L L r Fresno Av....388-J
Boyer Frederic r Sn Gabriel Rd....205-R
Boynton C A r Rosario & Mariquita Av....307-J
Braddock W I r Sn Gregorio Rd....265-M
Brann Brooks r S Highway & Curbaril Av....91-M
Breese C M r Cascabel Rd....358-R
Broomfield Ethel M FritziAnnHwy....2
Broster Hal r Snta Ysabel Rd....115-R
Brown E W r S Highway & Sn Andres Av....230-W
Brown F Porter r Rosario Av....75
Brown Floyd B r Palma....68-R
Brown J Montgomery r Maraquita Av....190
Brown Jas C r Coromar Av....486-W
Brown John J r Capistrano Av....330-J
Brown O H r Atascadero Av....245-J
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Brown W J r....319-R-1
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Brown's Pharmacy State Hwy....51
Bruno Frank r Snta Lucia Av....4
Bryant Mary S Mrs r Snta Lucia Rd....23-J
Buescher Henry J r Sn Andres & Snta Ysabel....76-J
Built-Rite-Woodwork N Highway....488-R
Burgermeister Distr TrafficWy&Honda....94
Burkhardt C F r Marchant Av....697-W
Burkhardt's Shoes Traffic Wy....690-J
Burt Frank W r Del Rio Av....367-W
Butane Service of Atascadero Ensenada Av....151
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Cadman Jack r S Highway....347-M
Caldwell Bill r Sinaloa Av....592-J
Calif State of
Divn of Highways
Maintenance Foreman Sinaloa Av....124-W
Calif Turkey Growers Assn Traffic Wy....166
Calkins G R r S Highway....319-R-2
Callies Harold G K r Barrenda Av....224-W
Calvert Eva Mrs r Ardilla Rd....282-M
Calvert Mildred B r Atascadero Av....250-W
Camel Oil Co S Highway....236-J
Cameron R J r Paradise Vly Rd....334
Cameron Roberta M r Paradise Vly Rd....334
Campbell L Neil r Carrizo Rd....73-J
Cann M E r Portola Av....39-W
Cannon J A r N Highway....223
Carleton Lola r Sn Anselmo Rd....349-J
Carlton C R r Barrenda....78-W
Carlton Furniture Co 101Hwy....374
Carlton Hotel Hwy....177
Carmack Henry E r Snta Ysabel Av....685-M
Carmack Noel E r Sandoval Av....319-R-12
Carron Earl G r S Highway....353-R
Cassady Esther r EnsenadaAv....285-J
Champion John D Mrs r Palma Av....63-J
Chaney Frank P r DelRio....249-W
Charis Corsetier Atas & Sn Gabriel Av....153-J
Cheek Fred r....391-M
Christensen Alice Mrs r Snta Rosa Rd....35-J
Clark Hartley r Portola&SntaLuciaAv....88
Clark Helen G Mrs r Colima Rd....349-W
Clark J S r Snta Rosa Rd....211-R
Clark W E r S Highway....355-J
Clark's Plumbing Highway....30
Clay Ernest L watr softeners River Rd....259-M
Clayton W W B Burgermeister Distr
TrafficWy&Honda....94
Clemence V L r State Hwy....48-W
Clothier F C r N Highway....88-F-12
Cloud J C r Portola & Ardilla Rd....210-J
Colombo J F r Olmeda....392-W
Community Church Palma Av....33-W
Comyns Willard H Mrs r Snta Lucia Av....273-W
Comyns Wm L Lt Col r Snta Lucia Av....273-W
Cook Fred r N Highway....73-R
Cook Steve r Miramon Av....372-J
Cook W Allen r Traffic Wy....309-J
Cooper Eric B r ParadiseVlyRd....44-F-11
Copeland Jack r Tunitas Av....104-M
Cordry Emma r SanGabriel....257-W
Cornelius Elsa R rl est N Highway....300
Cornelius Elsa R r Delzura Av & Bajada....145-R
Cornell Dani J poltry Traffic Wy....235-W
Cornell W E r Sonora Av....221-M
Correll Dora Mrs r Palma Av....585-W
Craig Rowena Hannan Mrs r Snta Lucia....273-R
Crosby Richard T r Magdalena....253-M
Cryder F J auto reprng Morro Rd & Snta Ynez....47
Cully D L r Cortez Av....391-W
Cuppers Ethel r RamonaAv....40-R
Curneen F E r Ensenada Av....328-M
Currier E J r Ardilla Rd....12-F-4
Currier L R r Ardilla Rd....12-F-3
Cyr Frank E r Palma....350-J

D

Dahman H E r Dolores Av....225-M
Davis Allen C r....397-M
Davis Chas F r Atascadero Av....489-J
Davis J L Tree Service S Highway & Curbaril Av....295-W
Davis P A r....80-F-4
Davis Ray r Olmeda Av....187-W
Davis W J r Snta Rosa Rd....581-J
Decker L Albert r SHwy....310-R
DeCou Jerry W Jr r Atascadero Av....327-W
Dee Carson M r Sinaloa....383
Delahoyde Jas F r Alcantara Av....697-R
Delano Wm N r Miramon Av....262-J
Dell Auto Court 101Hwy....332
Denaus Mark r Highway....324-M
Dewlaney C W Dr dntst S Highway....82
Dickenson C H r Alamo Av....196-J
Dixon Geo r RiverGardens....249-J
Dodd Noel E r Atascadero Av....130-M
Dodge LeRoy S r N Highway....97-J
Dodge Roy r Rosario Av....287-M
Doheney Marie Mrs r S Hwy....137-R
Donatelli A r Atas & San Gabriel Rd....205-M
Dorgeloh Dale D r Alcantara Av....208-J
Doser Ruth Miss r N Hwy....215-W
Dulaney Stella r Traffic Wy....395-M
Dulitz Alice r Marchant Av....264-W
Dulitz John A r Sn Gregorio Rd....265-J
Duncan Geraldine Mrs r Marchant Av....293-W
Duncan W H r Sinaloa Av....121-R
Duniven Jas r Curbaril Av....489-M
Dunn Geo W r SantaYnez....316-J
Dunn Max fire dept TrafficWay....56
Dupertuis Jean r N Highway....25-W
Dupree Chas L r S Highway....340-W
Dyball Francelia r Miramon Av....312-M

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Eagle Ranch Atascadero....71-F-22
Eaglet Club Room Eaglet....70-R

Eastman John H Transportation & Storage N Hwy....171
Edminster O M r Amerivet Memorial....315-J
Eells W L Mrs r Arcade Rd....114-J
Eifort Jack E r Del Rio Rd & Potero....58-J
Eisenbise Chas W r San Gabriel Av....173-W
Ekegren A A r Rosario Av....331-W
El Camino Auto Lodge N Highway....238-J
Ell Kenneth C r Snta Ysabel Rd....189-R
Elliott Curtis G r Eaglet....270-R
Elliott Dudley C r Rosario Av....233
Elliott's Pharmacy Highway....34
Ellis John S r Monterey Rd....389-W
Elmore Harold L r Monterey Rd....389-R
Elsasser Fred r Lamoda....282-W
Engel Bertha A Mrs r N Highway....289
Estes Fred N r Curbaril Av....53-M
Evans John M r Barrenda Av....29-W
Evans Richard Mrs r Sinoloa Av....592-J
Evers Carl A r Sn Blas Av....37-M
Ewalt W B r S Highway....22
Ewers Jas N r Maraquita Av....140-J
Ewing R H r Olmeda Av....307-W

F

Falaschi Harry r Serra Av....361-M
Farnsworth R E r Marchant Av....495-W
Farrington Raymond P r Highway....242-M
Fauver Neva Mrs r Snta Ysabel Rd....76-R
Fenny Everett r Maraquita Av....303-W
Ferguson N D r N Highway....183-J
Ferguson R A r Sn Gabriel Av....256-R
Ferneyhough Wm r Ardilla Rd....322-J
Ferris W R r N Highway....381-R
Finch E B hse moving Palma Av....594-W
Finch Geo B r Portola Rd....277
Fink J W r Marquita Av....396-R
Finn Mickey r N Highway....397-W
Fire Department TrafficWay....56
Firestone Store Highway....244-J
Fisher K M Mrs r Palma Av....68-W
Fisk Wm r Bajada Av....122
Fleming Wm r Snta Ysabel Av....189-M
Foley Wm J r N Hwy....381-M
Ford's Mushroom Farm Eaglet....70-M
Forsyth Ann Mrs r SanGregorio....228-W
Foster G A r S Hwy....365-R
Foulk A L Maj r Curbaril Av....586-W
Fox G W r Olmeda Av....26
Fox Lumber Co Snta Lucia Av....16
Frame W E r Cascabel Rd....358-W
Francis Edw K r Bajada....254
Frandsen Frank Mrs r Portola Rd....250-R
Frank Fred r Monterey Rd....198-M
Fraser Annie Mrs r N Hwy....585-J
Frenes Robt A r Cristobal....112-R
Frenette's Service S Hwy....355-W
Freydl E J r Magnolia Av....274
Fritz J C r Navajo Av....276-J
Fritzi Ann Highway....2
Fruits H C r Keetch Bldg....282-R

G

Galli Lee r San Anselmo Rd....389-J
Gambel Wilbur r S Hwy....319-R-11
Gambel Willard E r Del Rio Av....296-W
Garcia Tony Constr Equip Rentals Snta Ysabel Rd....592-W
Garrity Thos r Portola....210-M
Garrity W C r Portola Rd....210-R
Gates John H r Del Rio Av....367-M
Gee Charles Mrs r SntaYnezAv....360-W
Gee Chas E rl est TrafficWay....333
Gervais D r Sn Gabriel Rd....308-J
Gibson F M r N Highway....40-W
Gillis John r Rosario....65-W
Gills E W r S Highway....3-J
Gilstrap Roy r Olmeda....214-R
Gleason Dwight r Paradise Vly....44-F-3
Glen Oaks Grocery SHwy....377
Glimp H B r SanGabriel....257-R
Glosser Phillip r Hwy&SnJacinto....336-M
Goerke Carl r DelRio....262-R
Goodnight Charles H Dr r PortolaRd....329-J
Goodrich Russell C r Atascadero Av....584-W
Goodwin Chas E r EagletHeights....114-M
Goodwin Harrison B r N Highway....465-J
Goodwin Jas r River Rd....391-R
Goodyear Tire Service N Hwy....398
Gordinier J D r Hwy....373
Goss C R r Marchant Rd....495-R
Gouff Mitchell r Highway....468-W
Gow Katherine Mrs r Curbaril Av....584-M
Grabenstein Jacob r Miramont....372-M
Gray A L Tasco Serv Stn SHwy....99
Gray Alvin r S Hwy....134-W
Graybill Roy W r San Gabriel Rd....343-W
Gray's Funeral Chapel & Crematorium S Highway....98
Green Vernon r Serra Av....361-W
Greenaway David J r Atascadero Av....469-W
Greene Myrtle A Dr r Ramona Rd....344-M
Greyhound Bus Depot Highway....237
Grisanti Hardware Hwy....580
Grove Auto Court N Hwy....336-R
Guches Geo r Rosario Av....376-M
Guest Richard r Santa Lucia Av....348
Guinn C L r SnGabriel....343-J
Gustafson Lester W r Monterey Rd....482-J
Guy Hazel M Mrs r Morro & Portola Rd....293-J
Guy Lester L r Sn Gabriel Rd....691-W

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Haberkern Chas F r S Hwy....319-R-3
Habersaat Louis r Sinaloa Av....137-M
Hagie-DeCou Lumber Co S Highway....43
Hagle Ralph r Rosario Av....260
Halden Duke r Portola....293-R
Hale Girard Van B r Eagle Ranch....71-F-21
Hamann J M r Portola Rd....165
Hammock Chas & Son Paint Shop N Highway....176
Hannan Rowena r Snta Lucia....273-R
Hansen Charles T Atas Motor Lodge S Highway....243-J
Hansen Mary Jane Mrs r N Highway....231-R
Hanson W E r Tunitas Av....17
Hardesty E E r Snta Ynez....278-J
Hardy D E r Del Rio Av....216-M
Harmer John E r Snta Ynez&Navajo Av....281-W
Harper Ernest I r N Highway....271-W
Harris Gorden L r Carmel Rd....319-J-1
Hart Ross E r Navajo Av....263-R
Harter Chas E r Atascadero Av....269-W
Harter's Highway....28-W
Hartley Percy B r Route 1....80-F-11
Hartranft C A r Hidalgo & Dolores....364-J
Hartsell W H r....12-F-11
Hasta Manana Motel S Highway....168-W
Hatfield Russell T r Los Gatos Rd....273-M
Hathway Ella r Atascadero Av....131-R
Hawley Herbert r Snta Rosa Rd....288
Haynes Price L r Eaglet....378-W
Heaton Donald E r Monterey Rd....482-M
Hegstrom J R r DelRio....296-M
Heilmann Bros River Rd....259-W
Heilmann Hans r Riverroad....226-R
Heilmann Kurt r Rancho Atascadero....217-J
Held Carl L r Ensenada Av....330-M
Helen's Beauty Salon Traffic Wy....146
Henderson Brokerage Co Highway....194
Henderson G Earl r S Highway....101-J
Henrekin D E r Barrenda....29-M
Henry A H r NoHighway....88-F-4
Henry Donald r Traffic Wy....77-R
Henry Hervey A r....391-J
Herrmann Fred L r N Highway....488-R
Hess Fred C r Carrizo Rd....271-J
Hessick Poultry S Hwy....251-W
Hewitt Harry r MaricopaRd....338-J
Hickerson Thos F Rev r Sinaola Av....693-J
Hicks Harold r Casabel Rd....358-J
Hier Johnson Brokerage Traffic Way....690-W
Higgins Ethel L r Portola Rd....250-M
Highfill Thompson N r Portola Av....326-J
Hi-Hat Cocktail Lounge Highway....164
Hobbs E first Miramon Av....54
Holler Geo r N Hwy....369-R
Holtermann Stephen r Portola Rd....485-M
Holtzbauer F J r NavajoAv....208-W
Hooper M F r Olemeda Av....144
Hoover John C r Snta Lucia Av....696-J

Hopper E E r Morro Rd....227
Hotel Atascadero S Highway....197
Houchin Edda r Barrenda Av....224-J
Houtchens Robt D r Sn Benito Rd....129-J
Humphrey Ray V r SntaYnez....276-W
Hungerford W C r Magdalena Av....203-W
Hunt John H r Olmeda Av....95-R
Hunter Chas C r Portola Rd....583-J
Huse H W r Bajada Av....388-W
Huxford Ted r Honda Av....65-J
Hylton J Paul r Sn Gabriel Av....308-R

I

Ilgenfritz C W r Ardilla Rd....322-M
Independence Sales Co Fresno Av....87-J
Inman Ivan C r Palma Av....95-J
Isbell Ralph C Rev r MagnoliaAv....285-W
Iverson Richard r Atascadero Av....132-M

J

Jacob Harold r Atascadero Av....327-J
Jarvis P D Atascadero Guarantee Building-Loan Assn Highway....147
Jarvis P D r Sn Pedro Av....150
Jay W O r Snta Lucia Rd....111-R
Jenkins Garage Curbaril Av....591-J
Jermin Thomas E r Tunitas Av....323-W
Jiffy Cafe Hwy....337
Johnson Al r Sn Gabriel Rd....35-R
Johnson C Hier r Maricopa....148-W
Johnson Mary r N Highway....351-J
Johnson Paint Store Highway....119-J
Johnson Robt S r Barrenda Av....387-W
Johnston Wayne rnch Sn Gabriel Av....497-R
Jones C M Blacksmith Highway....52
Jones Chas M r Eaglet Heights....270-W
Jones J E r S Hwy....340-M
Jones Lourena A r Marchant Av....495-M
Jones Robt C R r Ensenada Av....62-W
Jones W E r N Highway....465-M
Joslin J M r PortolaRd....206-J
Judd Golda r Curbaril & Atascadero....489-R

K

Karpe Frankie M r Snta Lucia Rd....111-M
Kathleen's Beauty Studio N Hwy....19
Keller J Edw r Barrenda Ter....323-J
Keller R B r SantaYnez....204-M
Kenney Bert r N Highway....271-R
Kenney Rowland r Sn Gabriel Rd....497-J
Kenny Jas S r Portola Rd....390-R
Kester M S r Ensenada Av....62-J
Kimber Poultry Breeding Farms Snta Cruz Rd....42-W
King D L Mrs r Traffic Wy & Olmeda Av....464-M
Kirk B H r Snta Ysabel Av....352-R
Kisella Jos r Snta Rosa Av....314-R
Kitto Arthur C paintr Mamiceto Av....499-J
Klein Chas W r Coromar Rd....113-R
Knutson Knute A r River Gardens....367-J
Koch Frank L r Capistrano Rd....328-W
Kramer Alida Mrs r Navajo Av....275-W
Kratz John r Curbaril Av....121-W
Kreider Bard F r Morro Rd....27-J
Kron Walter r S Highway....345-J
Kullgren Apts Alamo Av....152
Kullgren Wm r Alamo Av....212
Kunkee A F Atascadero Hardware Traffic Wy....133
Kunkee A F r Nogales Av....55-W
Kyle Charles r RiverGardensRd....364-W

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Lain & Lord Douglas Serv Sta N Highway....692
Laing J A r Palma....392-J
Laird Robt M r Rosario Av....463-W
Lalis Ernest P r Ardilla Rd....282-J
La Moda Theatre State Hwy....143
LeMont Robt r Eaglet....86-R
Lancaster R F r S Highway....318-R-3
Landry Josephine K r Snta Rosa Rd....117-M
Lane Emma M Mrs r Eaglet....114-W
Lane John C r Junipero....106
Langston J L r Sn Rafael Av....127-W
Langworthy Clyde r N Hwy....324-W
Lanier R F r Serra Av....138-J
Larder Geo r Snta Cruz Rd....58-R
Larsen Hans Oakwood Auto Camp N Highway....229
Larsen Harry B r Snta Ana Rd....111-W
Lauritson T C r Maricopa Av....198-J
Lauthbury Paul r S Highway....242-M
Lawrence T H r Coromar Rd....301-W
Ledbetter Jack M r ParadiseVly....44-F-6
Lee Men's Wear Highway....357
Lee Quinton C r S Hwy....318-J-1
Lehmann Fred G r Snta Rosa Rd....96-M
Leichty Eva Mrs r Snta MargaritaGardenFarms....80-F-21
Leverenz Walter r N Highway....40-M
Leverenz Walter F auto repairs Highway....14
Lewer D C r Snta Lucia Av....126-R
Lewis E G r Highway....1
Libbey C J r Hidalgo Av....312-W
Lightbody E C Mrs r Eaglet Hts....242-J
Lilley Lawrence r Ferro Carril....593-R
Lindsay Pat J r Maraquita Av....590-R
Little Siesta Motel SoHighway....380
Locke F C r Olmeda Av....68-M
Locke J F r Sn Blas Av....691-J
Locust Grove Inn & Motel N Highway....155
Log Cabin Cafe S Hwy....9
Long A W r Snta Rosa Rd....211-J
Long Clarence R r Snta Lucia Rd....111-M
Loose Kathleen r River Gardens....367-J
Loosemore John r N Hwy....384-J
Lord Donald J r PortolaRd....250-J
Lorenz H C r Del Rio Av....216-W
Loyd's Cafe S Highway....220-W
Luiz A P r....80-F-12
Lumley Harry r Portola Rd....232

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Mack L A r San Jacinto....588-W
Mac's Liquor Store N Hwy....384-W
Maddalena Clem r SntaRosa....220-J
Maino Construction Co E Mall Av....246-J
Maize John H r Monterey Rd....389-M
Maize Wesley Mrs r Traffic Wy....279-W
Mallett's Refrigeration Service SHwy....304-W
Mann Barbara Mrs r Rosario Av....376-R
Manning Irwin r Olmeda Av....307-R
Manning W W r Sombrillo Av....272
Mansfield M Eileen r S Hwy....128
Martin Frank B r....44-F-5
Martindale Harvey r Portola Rd....310-J
Martinez Wm J r Dolores Av....395-W
Marx Louis r Ensenada....151
Mason Rosa E r N Hwy....97-R
Masonic Hall Hier Bldg....480
Mattice Bros Atascadero Motr Serv 101Highway....368
Maury's Cleaning Service Traffic Wy....462-W
Maxwell Margaret M r N Highway....465-W
Mayta L F Atas Feed & Supply Highway....193
Mazza Chas r PortolaRd....37-R
McCabe Lola E r Sn Anselmo Rd....349-J
McClellan G W r Navajo Av....32-R
McCoy Mary L r ArdillaRd....8
McCue Robt F Mac's Liquor Store N Highway....384-W
McDaniel Allan acct Traffic Wy....690-W
McDaniel Allan r El Verano Av....346-W
McDonald Frances r Portola Rd....366-R
McFarland H W r N Highway....231-M
McGarvey C W r Sn Gabriel Rd....46
McGarvey H phy&sur Entrada Av....116
McGarvey H r Sn Gabriel Rd....46
McGucken E L r Palma Av....68-W
McKelvey Henry B pimbr....80-F-5
McKelvey's Plumbing & Heating Highway....394
McMullin J F r Highway....177
McNeil Lewis J r Sn Marcos Rd....248-J
McPherson E I Mrs r N Hwy....397-R
Merigold L A Mrs r State Hwy....344-J
Michael's Restaurant & Serv Sta S Highway....493
Miller C E r S Hwy....310-W
Miller Campbell S r Sn Benito Rd....88-F-3
Miller Donald C r Snta Ynez Av....360-R
Miller E F r Tunitas Av....320-W
Miller J L r SanBlasAv....257-M
Miller & Oliver jwlrs Hwy....244-W

Milligan E S r Portola Rd....80
Mills Ervin E r Curbaril Rd....473-W
Mills Maud S Dr S Highway....103
Mitchell Marie C Mrs r Mariquita....341-M
Moen A R r Snta Ysabel Av....18-M
Moeny Oliver E Rev r Palma Av....335-W
Monahan R J r Traffic Wy....235-J
Monday W A r Sn Gregorio Rd....265-W
Monett L F r Curbaril & Sombrilla Av....121-J
Moore Albert r Happy Vly Ranch....202-M
Moore Albert r Snta Rosa Av....35-M
Moore Douglas r Ensenada&CapistranoAv....234-M
Moore George H r Portola Rd....131-J
Moore Trammell W r Rosario Av....290
Moore Wm r Capistrano Av....104-R
Moore Wm Geo r Olmeda Av....192-R
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Ask Operator for....Business Office
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See Introductory Section for Service Calls and
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Shepherd Louis P r Olive & Estero 4641
Sherard Lee R r 2876
Simpson Alex r 86-7th 4266
Sissel C D Jr r 955 D 4951
Sissel Chas D Embassy Court 209-6th 2861
Skinner W L r Olive 3032
Sligh Carlton r 1075 Las Tunas 3526
Smith Dorothy J r 436 Piney Wy 3488
Smith M B r 585 E 4112
Smoot Robt M r 835 C 3297
Sorley C B Capt r Bernardo Av 2881
Southern Counties Gas Co SanLuisObispo
From Morro Bay Exchange only (No Inter-City Charge) Ask "Operator" for Entrprise-10206
Southern Pacific Milling Co 5th 2601
Souza Geo r Morro Atascadero Rd 2912
Sowell R L r 455-7th 3284
Spinney Harry L Dr r Main 3296
Sprague Roy E r No 1 Hwy 2955
Spreafico Jas r Sn Bernardo Creed Rd 4882
Standard Oil Co of Calif Estero Bay 2611
Stark G A r 477 Fresno 4862
Steele Geo r 4th & Morro 4177
Stillson Jas r 943 Buchon 3411
Stocking I C r Bayshore Dr 4051
Stocking Mary S r 405-4th 3292
Stocking James E r MesaDr 3518
Stridde Edna r Kings Av 3948
Strom O H r 1029 C 3287
Strom's Shoe Shop 255-5th 2501
Sun The 5th & C 2652
Tanner Chester C r 936-5th 3307
Tanner J R r 954 Pecho 3541
Taylor E J r 820Luisita 3931
Teixeira Ray r 6th & Main 4967
Tex's Paint & Body Shop Main 4281
Thim Jack r 205 Main 4556
Thomas Lawrence r 3d 2351
Thomsen O C Jr Capt r Morro 4211
Thurman Eileen H r 5th 4707
Timmerman Frank A r Piney Wy & Estero 3482
Todd Wm H r 648 Fresno 2442
Tognazzini Wilmar N r 4th 4291
Tomasovich Peter L contr 611 Estero 4811
Tompkins Edgar L Bernardo Av 4481
Tonascia Chas r 530 Fresno 4047
Tonini Ben r 5th&C 3031
Torres Victor M r 1040 Las Tunas 4604
Tredway C D r Morro Del Mar 4660
Tyler Clair H r 540PineyWay 2471
United Sea Foods Inc 217 Main 2621

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Army Dept
Fire Station Morro Bay....2721
U S Engineer Boat Battalion....2711
Valley Pipe Line Co
Estero Bay Office Roosevelt Hwy....2801
Superintendent's Residence Roosevelt Hwy....2511
Waite Harold H Jr r 675 D....4242
Walter Chas L r 1180 Bonita....4156
Warden Wm r 270-4th....4321
Warner F G Mrs r Morro....2581
Watts H H Mrs r S Main....4771
Webb E sprtng goods 225-5th....4136
Webster D F r 405 Tulare....3946
Welch John F r 945 E....4953
Wessels Stephen H r 9th & Market....3338
West Ray r 151-3d....4322
White Edwin F r 120 C....4553
White Merrill J r Little Morro Creek Rd....2871
Whitlock A B r Kings & Bonita....4157
Wiley Roy W r Morro Del Mar....2952
Winkelman Ruth S r 566 C....4116
Wolff J A r Fresno....2448
Woods Harry r 590 4th....4956
Woods M E Mrs r 1152Market....2168
Woolman Louis S r Morro Del Mar....2954
Wright Eric L r Kings Av....4983

NIPOMO

J. E. Gooding, Manager

BUSINESS TRANSACTIONS WITH TELEPHONE CO.

The Pac Telephone & Telegraph Co
Business Office 968 Monterey San Luis Obispo
Dial "Operator" and ask for....Business Office
(No charge for calls to Business Office)

Telephone bills may also be paid in person to
Mrs. Edith Lucas....Post Office, Nipomo

Bewley Jess D r Guadalupe Rd....2273
Byron Jession r Tefft....2371
Campodonico Steve V r Guadalupe Rd....2275
Campodonico Steve W r Guadalupe Rd....2274
Coast Counties Warehouses Tefft....2331
Dana Bros Branch....2261
Dana David D r Foothill Rd....2284
Dana Geo J r....2283
Dana Goodwin Dana Bros Branch....2261
Dana O R r Guadalupe Rd....2396
Dana S A r....2413
Davis B J r N 101 Hwy....2442
Davolt Enoch E r....2395
DeArmond E J r Tefft....2394
Dennerlein C E r Chestnut....2445
Doane Dick r Tefft....2414
Doughty's Cafe 101 Hwy....2262
Epperly E M r W Price....2421
Fagerbourg C B poltry S 101 Hwy....2291
Farren Arthur D r Tefft....2422
Good Renald r Mailagh....2402
Gorham Agnes r Guadalupe Rd....2412
Gorham's Grocery No 2 101 Hwy....2351
Greene B W r Brookside Tr....2401
Grigsby Forbes r Guadalupe Rd....2277
Grigsby Rest Home Guadalupe Rd....2272
Hacker T G r Guadalupe Rd....2433
Holloway C R r Guadalupe Rd....2391
Holloway Evelyn r....2271
Home Radio Service Mesa Rd....2264
If no answer call....2411
Kitchen J C r Guadalupe Rd....2432
Knotts R F beer parlor 101 Hwy....2451
Knotts R F r Tefft....2404
Lucas F D Store 101 Hwy....2312
Mehlschau H C r....2281
Mehlschau Peter r....2282
Morales Geo r 101 Hwy....2444
Morrow Floyd A r....2241
Murphy Benedict A r Guadalupe Rd....2276
Murphy Ed A Mrs r N 101 Hwy....2441
Nipomo Garage 101 Hwy....2491
Nipomo School Price....2292

Pac Telephone & Telegraph Co The
Business Office 968 Monterey Sn Luis Obispo
Dial "Operator" and ask for....Business Office
(No charge for calls to Business Office)
Panos Geo prodc Tefft....2251
Panos Geo r Tefft....2253
Rich Wm r Tefft....2397
Rodgers J W r Dana....2332
Sam's Barbeque & Lounge 101 Hwy....2481
Smith T E r Chestnut....2403
Smith T E Service Station 101 Hwy....2341
Stilwell Maeco r Tefft....2363
Stotts Bert E r Guadalupe Rd....2393
Turner Marshall C r Guadalupe Rd....2435
Underwood Vestal r Tefft....2398
Volk E B r Mesa Rd....2411
Zornes Grocery S 101 Hwy....2321

OCEANO

(For Subscribers see Arroyo Grande)

PACIFIC VALLEY

Pac Valley Cattle Co, Agent — Call Long Distance

PARKFIELD

San Miguel Interurban Telephone Co.

Bear Valley Ranch ValleyRd....2-F-11
Carr Ray F....6-F-31
Crescent Meat Co Coalinga Rd....4-F-21
Durham Gladys H....1-F-22
Durham Helen K r....1-F-21
Durham Herbert H....1-F-11
Flentge Bros r Valley Rd....2-F-32
Haliburton Lowell....1-F-14
Harlan Percy r....6-F-11
Harvey Bert....2-F-2
Hillman Wayne....6-F-41
Hillman's El Rancho Monterey....6-F-41
Jack R E Co Cholame Ranch....6-F-13
Jordan Foster L....4-F-3
Kester Norman....2-F-41
Ludeke Henry C Jr....5-F-13
McCoy D....2-F-11
Miller Henry r....2-F-14
Over John E....3-F-2
Rambo Gene....6-F-2
Roberson Dave....2-F-22
Smith George Stratford....4-F-13
Taylor Clyde....5-F-21
Taylor Floyd Turkey Flat Rd....4-F-12
Van Horn Leo....6-F-22
Watkins Ed....2-F-12
White L S....2-F-3

PASO ROBLES

J. E. Gooding, Manager

BUSINESS TRANSACTIONS WITH TELEPHONE CO.

The Pac Telephone & Telegraph Co 717-14th St....133

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Aaroe H N r....20-F-2
Abbey T Mrs r 130-12th....45-J
Abbott Geo H r 2811 Pine....607-J
Ablamis John r 330-14th....697
Adams A L&Son Cabinet Shop 1026Riverside....177-W
Adams Kenneth r 1111 Vine....1005-J
Adams L G Mrs r 1715Pine....1411-J
Adams W J B r 515-21st....1426
Ader C E Mrs r 605-14th....942-W
Adler F L E r 745Vine....203-J
Afana Ranch Oak Flat....2-J-3
Agee Ralph r 420-13th....736-R
Akers Genevieve Riley r 1141-17th....295-J
Akers Nannie E r 525-13th....762-J
Alexander's Serve Your Self Laundry 801 Pine....1329-M
Algee A C r Creston....3-F-3
Allbritten R N r 2036 Oak....1423-M
Allen Carol r Creston Rd....216-R

Allen Ed r 620-23d....1315
Allen Jack G r 123 Capitol Hill Dr....937-M
Alley Edward C r 1517 Olive....696-W
Alley Wm S r....31-F-15
Allison Harry A r....5-F-23
Allison R A r 1716 Vine....1073-R
Allton Lloyd W paintng contr 1746½Park....60-J
American Legion Post No 50 4th&Spring....1040
Amer Red Cross Headquarters 525-13th....1058
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Anderson H L r 1314 Oak....274
Anderson J C r 1945 Park....1128-J
Anderson Jake L r 345-12th....1029-W
Anderson Lawrence H r 130 Pacific Av....1431-W
Anderson Lottie r 1410 B Park....672-W
Anderson R H r 735-28th....1428-J
Andrew Olive Mrs r 1702 Vine....629-R
Andrews Alice Mrs r 415-16th....56-J
Andrews Robt V r 1704 Park....1330-J
Andrews Sherman A r 336-13th....103-M
Andrus A L r 1742 Park....278-W
Angelline Jas Donald r 3106 Pine....1334-W
Anglin W J r 416-6th....794-R
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Antlers Hotel 1238 Spring....262
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Appleton's Motor Lodge 2218 Spring....633
Appuhn Gus r 2808 Pine....759-J
Araluce Raul r 1021 Chestnut....420-M
Araujo Kenneth r....18-F-6
Arebalo Ida r 1611 Pine....1156
Arends David r 320-15th....691-J
Armoletti Paul 13th....26-M
Armstrong Dale C r 430-15th....775-R
Armstrong Harold r....24-F-2
Arnett W J r 725-14th....967-J
Arnold K M r 1538 Oak....582-J
Arthur Harry F r 3016 Pine....934-J
Artistic Beauty Shop 517-13th....1011
Asabez Ed r 1430 Park....484-W
Ashton Charles H Jr r 611-26th....968-W
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Associated Service Station 11th&Spring....172
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Automobile Club of Southern Calif
District Ofc 1113 Spring....1077
Emergency Road Service 1246 Spring....169-W
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Axline W r 2105 Vine....1028-J
Azbell C T r 1546 Park....300

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Babcock Frank L r....5-F-14
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Baird Fredric Willow Springs Dairy 138-17th....1303
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Baker Mary Beth r 324½-17th....1199-W
Baker V Kenneth r 201 Pacific Av....311-M
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Barrett Jos E r....7-F-2
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Bassett Vera r....18-F-11
Bauer Marie r 1535Park....1168-J
Baumbach Albert r 744 Oak....947
Baxter C J r 2105 Oak....1176-W
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Bayne Geo r....6-F-12
Bean Robt H r 420-15th....458-W
Beatrice Foods Co 2840 Spring....464
Beaty A J r 325-14th....691-W
Beaudoin H H r 1728 Vine....725-W
Beaumont Richard D r Cayucos Rd....16-F-6
Beavers Jerome r....12-F-22
Beck W W r 1938 Olive....916-J
Beeler Bernadine r 1545 Olive....46-W
Beiter Leo W r 629 Vine....543-J
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Bell Kay r 1520 Pine....410
Bello Francis X r 2815 Pine....1126-J
Belmont Robt r 25 Ridgeview Dr....1506-R
Bence H W well drilng....29-F-3
Bennett Agnes r 843 Oak....593-R
Bennett Harold E r 624-8th....1038-J
Bennett Stanley r 1935 Olive....710-J
Benshoof R F r 509-30th....1189-W
Bently Apartments 1804 Spring....1153-J
Bentley Howard E r Mountain Springs Rd....370-J
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Bermingham Al r....6-F-2
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Bermingham Jim r 538½ Vine....593-J
Bermingham Robt L truckng Shandon....30-F-4
Bernard Jack F r 530-5th....463-W
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Beyrle Laura S Mrs r 605 Oak....965-M
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Bickell Cliff r 312-13th....1335
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Bilhou Ernest r 335-12th....103-W
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Bilton Leonard W r 1644Pine....363-R
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Birks Billy r 226 Oak....1031-W
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Birks K R r 1622Chestnut....150-J
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Blackwell Jack Jr r 2124 Park....454-W
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Bliss Margaret Mrs r 605-17th....559-J
Bloom Anton r 50 Ridgeview Dr....1506-W
Blue Moon Coffee Shop 1226 Spring....331
Boatman Cecil C r 1906Vine....738-R

Bob's Chevron Service 806 Spring....539
Bobson Marjorie r Lomita Linde....1325-M
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Borchert Edwin r....14-F-13
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Bosworth R Curt r 3111 Pine....1317-W
Botts Milton A r 406-7th....647-R
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Botts Wm T r 2835 Vine....1092-W
Boulware Henry H r 1535 Locust....276-R
Boulware J W r 605-21st....959-M
Boulware Myrtle r 615-14th....938-W
Bousfield Jas r 1810Park....969-W
Bower Mettie r 9th....965-R
Bower Shelton r 1113 Fresno....453-M
Bowers Leo L r Capitol Hill....953-W
Boyer Glenn L r 3013Pine....698-M
Boyette Jas M r 707-7th....476-J
Bradford B L r 36th&Riverside....574-M
Brandon Elmer r 2813 Pine....1179-J
Branson W H r 2913 Pine....1037-R
Brazzi Irene Mrs r 1421 Riverside....986-W
Brazzi R W Mrs r 336D 12th....179-W
Bresette Sallie r 718 Oak....793-W
Brewster W E r 639 Oak....544-W
Brewster's Stationery Store 807-12th....30-W
Briley Jane W r....18-F-21
Brimhall Ernest L r 1955 Olive....1185-J
Brinson E J Mrs r 524-15th....1055-W
Brockman H E Black's Hatchery Riverside....186-W
Brooks Elbert r 306-12th....663
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Brown Clyde J r 1622 Park....167-R
Brown Ernest r....26-F-13
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Brown Georgia r 722 Olive....203-M
Brown Jerry M r 3221 Pine....368-R
Brown Joe C garage 16th&Spring....706
Brown Joseph F r....18-F-4
Brown Kenneth G r 3115 Pine....970-R
Brown Lottie r....18-F-12
Brown Lucy Mrs r....26-F-14
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Brown W O r 2634 Spring....423-W
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Bryan Gene r 1415 Chestnut....364
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Bryan Ray Radio Electric Service 1226 Park....654
Bryan Ruth Mrs r W 12th....1131-W
Bryant S J r 542Beverly....1425
Bryden Forest r Oak Flat....2-J-1
Buchanan A E r Capitol Hill....595-W
Buchman's Poultry 32 N Vine....1094-W
Buck Kenneth M r....33-F-4
Buckalew Robt S r 712 Park....305-R
Buckle T Chas Rev r 620-17th....1073-J
Bud's Refrigeration & Washing Machine Serv 907-12th....383-W
Buena Joaquin N r 3205 Pine....1317-R
Builders Market 1115-13th....277
Burch Cecile r 531-7th....323-J
Burnett J K r 1443 Chestnut....1196-W
Burns Richard C r....33-F-12
Burns Wm H r....33-F-21
Burson J A r SunsetHgts....510-W
Busi's Cafe 1122 Pine....581
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Butler Malcolm F r 2924 Pine....1401-R
Buttel Cecil r....33-F-22
Butterworth C r El Pomar....34-F-21

C

Cabinet Shop Adams A L&Son 1026Riverside....177-W
Cain Troy E r 111 Capitol Hill....26-J
Caldwell Nursing Home 321-12th....1170
Calif Almond Orchards Inc 4th & Spring....400
California Co The
Shandon Pump Station....26-F-22
Calif Motor Express Limited 5th & Riverside Av....657
Calif State of
Dept of Employment
Employment Service & Claims 720-14th....788
Divn of Forestry
Suppression Camp Pacific Av....580
Divn of Highways
Maintenance Superintendent 5th&Riverside....664
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Cameron Pat Cameron's Brake & Wheel Alignment 3011 Spring....170-W
Cameron's Brake & Wheel Alignment 3011 Spring....170-W
Cammack Irwin r 1949 Oak....118-W
Cammack Omar L r 1927 Oak....118-M
Cammack W R r 739-23d....1197-W
Campbell Robt r 2137Victoria....918-W
Campbell's Refrigeration Service 845-13th....1416
Canary Cottage 1200 Spring....57
Canoles C L r 1638Park....632
Cape Barber Shop 1320 Spring....1112
Cape G A r 815 Vine....1324-W
Cape J E Mrs r 30th&Park....928-R
Capps Bros 515 Riverside....1501
Carl's Billiards 831-13th....1529-J
Carlson J H r 529 Spring....1091-J
Carminati A B r N River Rd....7-R-2
Carpenter Arthur r 520-32d....446-J
Carpenter L H r 1817 Oak....689-W
Carr Georgia E r 2134 Riverside Av....510-J
Carr Nannie M r 110-12th....797-J
Carroll T J r 721-28th....1408-R
Carter W E Mrs r 1911 Park....192-R
Casper Al r 336A 12th....1099-R
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Casteel Harlan r....35-F-6
Casteel Melvin r 727-17th....1302-W
Cates Beauty Shop 709-12th....79
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Chaides Juanita r 1126-19th....939-J
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Chambers Dress Shop 1214 Park....74
Chambers E H Mrs r 2238 Vine....959-W
Chambers Edna r 1-12th....27-R
Chambers J Henry r 3004 Spring....638-W
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Champion Lawton D r El Pomar....34-F-12
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Cherry Elmer L r....11-F-22
Chesmore R C r 2319 Spring....208-R
Chevrolet Sid Nichols 1305 Spring....786
Chiappari Ted r Oak Flat....4-J-4
Chick's Tire Service 1534 Spring....980
Child Care Center 3201Pine....717-J
Chili Bowl 1238 Pine....516-R
Chism John H r 339-13th....1086-R
Chivington Martha r 309-15th....46-M

Christensen A Mrs r 2044 Olive....511-W
Christensen C A r 511 Oak....519
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Christiansen W G r 1916 Park....1198-W
Chuck's Mobil Service 1339 Spring....123
Claassen Arthur M r....667-W
Claassen Ben A r....18-F-22
Claassen E W r Willow Creek....11-F-2
Claassen Edgar J r Ridgeview Dr....909-R
Claassen Ernest r....22-F-13
Claassen Gus r Willow Creek....11-F-12
Claassen Henry A r 1905 Oak....738-W
Claassen Howard O r....32-F-13
Claassen Louis r 344-14th....628-W
Claassen Ted R r S Highway....440-J
Claassen Wm r....667-R
Claassen's Radiator Shop 1534 Spring....909-W
Clark Florence Mrs r 528 Oak....1087-M
Clarke C W Co....1-F-6
Clarke R A r LomitaLinda....1305
Clarken Francis M r 735-28th....1174-M
Clarkin P C r 1001 Olive....501-M
Claus Herb r 1045 Vine....314-R
Claus Mat r 838 Vine....37-R
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Clemons H P r 500-12th....687
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Clevenger W H r 1920 Riverside....986-J
Clifford D B Mrs r 1849 Locust....264-R
Clifford Insurance Agency 727-13th....264-W
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Coast Counties Pump & Electric Co 829-13th....189
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Colburn T R tractor reprng 221-15th....1075-W
Cole Gwendolyn r 2102½ Riverside Av....105-W
Cole's Hi-Way Garage 918-13th....69
Colombo Cafe & Cocktail Lounge 1232 Pine....365
Colouch Jos r 1421½ Pine....1139-W
Colt Irene r 535 Oak....753
Colt's Barber & Beauty Shop 709-12th....79
Colwell Rex r 120 Pacific Av....647-W
Colyer J T r 1109 Chestnut....296-R
Colyer's Jewelry 741-12th....789
Comfort H G r Shandon Rd....32-F-12
Comfort H L r 3226 Pine....1013-R
Comstock Alta r 215-12th....635-J
Connie's Adorable Baby Shop 1322 Spring....339-M
Connors M I r 45Ridgeview....797-M
Connors Motors 2508 Spring....673-J
Conover L W r 1511 Olive....696-J
Conrad V M r 3211Pine....745
Conterno A C Mrs r 812 Vine....1184-W
Cook F D r MountainSpringsRd....23-F-2
Cook F D Plumber&Electrician 1032Pine....1032
Cook V N r El Pomar....4-F-2
Cooper Harriet r 1902 Vine....623
Cooperative Farmers Sheet Metal Shop 1315Pine....153
Cooperative Farmers Supply Co Inc 1311 Park....344
Corbaley Edna Lane r 1712Vine....1073-M
Corippo Mel H Paso Robles Waste Disposal 1719 Pine....653-W
Corley J F r 1705 Riverside Av....235-J
Cornell Chas A r 820-22d....1405-W
Costlow & Drews Cement Constr Mountain Spring Rd....1076-M
If no answer call....710-W
Cottage Motel 2206 Spring....1153-W
Cousins Jas I grain dlr 822-13th....119-W
Residence 1351 Chestnut....119-R
Cousins Robt J r 420 Oak....522-M
Cowan Pomp Mrs r 2020 Riverside....105-R
Craig F L Sheet Metal & Plumbing 1224 Pine....130-W
Craig F L r 531-30th....586-R
Craig L A r 219-24th....145-W
Crawford Elmer r 1918 Pine....751-R
Crescent Dairy 1421 Spring....110
Cropper J D r 2425 Vine....1325-R
Cropper Ralph S trucking 1940 Pine....406-J
Cropper Sidney C truckng 1935Vine....644
Cropper T H r Creston Rd....216-M
Crowe F K r 3217 Pine....1307-M
Cruze Rosie M r 607-14th....942-R
Cryder Emma r 711 Oak....1327-J
Cuendet F blacksmith 1304 Railroad....130-J
Cuendet F Mrs r 1340 Vine....526-M
Culligan Soft Water Service 1536 Vine....248-W
Cummings F R r 1045 Olive....345
Cunningham John W r 2238 Olive....622
Cunningham Wm H Mrs r 108 W11th....486-M
Curletti B r 1209-21st....918-R
Curry Inez M r 421-9th....1120

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Dahl Bros Garage 3405 Spring....1060
Dahl Delmar r 1121 Olive....486-R
Dahl Joe r 203-15th....1199-M
Dahl Milo J r 729-30th....330-R
Dale Alan A r 541-28th....1030-J
Dale Ina M Mrs r 1109 Vine....590-M
Dalrymple Darrell r 235 Oak....350-J
Daman H B r 411-13th....291-M
Damron J Franklin r 101 Pacific Av....374-J
Daniels' Drug Store 1317Park....1500
Daniels Russell R r 738 Vine....1038-W
Daniels Walter E r 615-26th....968-J
Darnall C D Firestone Home & Auto Supply 1326 Spring....405
Darnall Clifton D r 3113 Pine....1317-J
Dauth Lester C r 337-19th....1080
Dauth O E r 2021 Oak....7
Davies Gilbert K r Cholame....15-F-11
Davies Harry W r 608-13th....538-M
Davies Kenneth r....15-F-23
Davis B H Tire Service 1233 Spring....77
Davis Bert Mrs r 1105Vine....577
Davis Clara r 1003-20th....684-J
Davis F A Mrs r Mountain Springs Rd....1076-J
Davis Glen L r....33-F-3
Davis J A r 1st&Spring....225
Davis J Marvin Rev r 1326 Oak....191
Davis J Terry r 304-14th....367
Davis Jas R r 1745 Filbert....250-R
Davis John V r Mountain Springs Rd....23-F-4
Davis K C r 402-8th....609-J
Davis L R r 120-17th....585-J
Davis Marion F r Adelaide....8-F-15
Davis R L r 3302 Pine....441-W
Davis W E Rev r 1819Pine....661
Davis Walden E r Shandon....31-F-2
Davis Wm Clinton r 3011 Pine....732-W
Davison Lloyd C r 1944Vine....940
Day Clarence G r 1622 Oak....483-M
Day Della M Mrs r 1520 Olive....287-J
Dean J I r 1753 Filbert....1159-W
Dean John r 1824 Park....719-R
De Chaine Bob Insurance Agency 733-12th....129
DeChaine D R r 1401Chestnut....533-W
Della Ferdy r 1445 Riverside Av....986-M
De Meritt H E r 2145Park....558-W
DeNike Howard J r 2902 Pine....607-M
Denman M r Adelaide Rd....8-F-23
Derby John r....374-R
Derby Mabel H Miss acct 623-2d....1164-W
Derby's Electric Shop 827-13th....91
Deubler E G Jr r 1624 Olive....320
De Voe Apartments 1824 Park....1505
De Voe Madelyne r 519-22d....1042-W
Dickey Frank r....8-F-3
Diener John r 1711 Park....1318-W
Dittman C W r....12-F-11
Dobson Arthur J r 1322 Olive....993
Dockett Harold J r....33-F-5
Dr Pepper Distributing Co 1846 Pine....1403-W
Dodd Ed r Klau....8-F-12
Dodd Phyllis R r 406-16th....1152
Dodd Raymond E r Adelaide....8-F-24
Dodder C O r 3015 Pine....1019-R

Dohse Nellie E r 710 Spring....430-M
Dollar Hotel The 1317 Spring....290
Donkin E B Dr dentist 1115Vine....237
Residence 1117 Vine....530-J
Donoho Bros Market 2927 Spring....1024
Donoho Emery M r 3002Pine....330-J
Donoho Geo R r 504 Bonita....356-M
Donohue Irene r 730-26th....389-M
Donohue Sons Grocery 2598 Spring....190-W
Don's Lunch Spot 1338 Spring....43
Doty Leland M r....26-F-4
Double Bar S Ranch....13-F-6
Dougherty B J r 303-15th....503
Dougherty May B r 322-16th....696-R
Dougherty Russell r....9-F-11
Douglas Grace Mrs r 520 Olive Dr....513
Douglas James M r 1301 Chestnut....1033-M
Douglas Wm A r 304-13th....1319-R
Dowden Ray L r Shandon....30-F-2
Doyle Alice r 619-20th....592-J
Drake Lisle Mrs r....33-F-13
Draper Leonore r 1911 Vine....215-R
Drennan A L r 2801 Pine....1118-M
Dresser W R r 1612 Oak....771
Drew W G r....12-F-21
Drews Alfred J truckng 246-19th....710-W
Duart Kenneth r 1811 Park....523
Dubost Frank r....8-F-22
Dubost Raymond r....8-F-31
Duke's Smoke Shop 737-12th....338
Dunbar Cliff r AdelaideRd....9-F-22
Duncan I S Culligan Soft Water Serv 1536 Vine....248-W
Duncan R R r ElPomar....4-F-31
Duncan Roland F r 2809 Pine....1181-R
Dunlap Hazel Peterson Dr optmrst 1221Park....236
Dunlap J W r Peachey Canyon....685
Dupertuis Jean Jr r 434-11th....736-J
Durant Leland P MD 1221 Park....1404
Residence 804 Vine....1503
Dutra John r 1803 Vine....679-W
Dyck John A r Adelaide....8-F-25
Dyck Will G r Willow Crk....11-F-3
Dyer Leon L r 396-17th....250-M

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Eads R E RN r 1601 Pine....167-M
Eagle's Lodge I O O F Bldg....1081
Eason Don Q r 1834 Oak....247
Eason Stella L r 727-16th....1168-W
Easterling Catherine Miss r 1745 Oak....561-R
Economy Cleaners & Laundries 23d&Spring....720
Eddie's Taxi 720-11th....780
Ede W C r 2925 Oak....1030-W
Edmonds L W Venetian Blind Serv 38th & Spring....707
Edwards Dorothy r 636 Spring....430-R
Edwards Foster r 719 Pine....584-M
Edward's Guest Home 837-12th....1518
Edwards Harry R Farmer's Auto Inter-Ins Exch 327-15th....1509-M
Edwards Lee A r 2806 Pine....1179-M
Eide Arthur r 2901 Pine....759-R
Eimon Paul r Kiler Canyon Rd....1-J-1
Eimon Sig r Kiler Canyon Rd....1-J-2
El Camino Apartments 10th & Spring....1110
Elisarraras Joe r....4-F-14
Elizabeth Ann Flower Shop 724-14th....122
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Ell Phillip L r 2803 Pine....1328-J
Elliot C M r 1519 Chestnut....46-J
Elliott Gervas J r 2223 Spring....991-M
Elliott Keith B Ralston Purina Co 531 Bonita....1517-W
Ellis Chas r 3309 Pine....1179-R
Ellis N W r 524 Bonita....1119-M
Elmore Roderick J r 150 Pacific Av....1431-M
El Paso Cafe 1114 Pine....427
Emerson Dove Mrs 1605 Spring....61
England A M r 2343 Spring....531-R
Epperly Merlyn R r 620 Vine....1043-W
Erb M E r 2124 Pine....508-W
Erdman B r 1148-17th....1063-J
Erich's Market 2611 Spring....1085-R
Erickson Leo r Creston....3-F-21
Erickson Will J r....7-F-12
Ericson Eric r....6-F-4
Erler Ed r 3017Pine....921-M
Ernst Elsworth L r 95-12th....1129-J
Ernst Eugene r Capitol Hill....937-J
Ernst F J r....2-F-4
Ernst Harold W r 25-12th....1054-M
Ernst Ralph A r....7-F-3
Ernst Wilmar F r....21-F-2
Escaria Richard r Cholame....15-F-14
Estey John L r 212-11th....576-W
Estrellita Ranch....13-F-24
Euler Elmer W r....5-F-22
Evans Camera Exchange 1428 Spring....442
Evans Jean Miss r 129-16th....155-M
Evans Kenneth A r 604-24th....531-W
Evans Robt r 3026 Pine....1421-J
Evans Thos r 519-15th....1035-W
Everitt Jas r 729-18th....1114-J
Exline M L r 623-6th....1087-R
Exline Vernon r Oak Flat....2-R-1

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Fairbairn Alice Mrs r 3439 Spring....429-R
Fairbairn Elizabeth R r 512Bonita....750
Fairbairn Fred Fairbairn&Renoud truckng 211-16th....674
Fairbairn&Renoud truckng 211-16th....674
Fairey S A r 406-12th....104-W
Fairview Almond Ranch S Highway....378
Fanning Derrill R r 221-17th....286-M
Fanning Roy B r 221-16th....585-W
Farm House Motor Hotel The 425 Spring....933
Farmer Harry r 1644Pine....363-R
Farmer's Alliance Bus Assoc
Main Plant&Office 945Riverside....115
Plant No 2 6th&Riverside....724
Farmer's Automobile Inter-Insurance Exchange 327-15th....1509-M
Farmers Cooperative Supply Co Inc 1311 Park....344
Farris Foy A r 273 Pacific Av....988-R
Farris Helen J r 1435 Vine....458-R
Fast Walter J r N River Rd....8-J-1
Faulkner H L r 2128 Riverside Av....235-M
Fein C B dntst 1205 Park....222
Residence 420-10th....527
Fein Donald E r 630-24th....455-W
Fein Vernon O r S Forington Av....1177-W
Ferguson Albert A r Shandon Rd....29-F-21
Ferrell Willis D r 1105 Olive....1178-W
Feuchter Chas J r 1422 Spring....967-R
Fickes Clyde H Mrs r 3219 Pine....368-J
Fleguth Herman r....7-F-6
Fillmore Robt r 402-13th....651-M
Fine Mabel r 1721 Spring....1006-W
Finigan Everette r 211-24th....145-M
Firestone Home & Auto Supply 1326 Spring....405
Fischer Annie H r W 12th....1131-J
Fischer Raymond G r 2Fresno....58
Fisher James D atty 711-12th....333
Fisher James D r 128-18th....1333
Fisher John C r 63-12th....576-J
Fitzpatrick Vernon H r 107 Capitol Hill Dr....985-W
Flamson George H r 443-10th....408
Fleig Frieda r 1511 Park....144
Fleig Robt H r Shandon....26-F-3
Flemmons Alynne r 732-19th....751-M
Fletcher G W r....14-F-14
Fletcher H J wood Oak Flat....3-J-3
Flowers A T r 534 Bonita....748-J
Foley Jas M Mrs r 3007 Pine....732-M
Forbes C H r....9-F-23
Forbes Reg W r....15-F-13
Forbes Will D rl est 1627 Spring....542
Ford Harlow B r 1433Chestnut....1033-W
Ford J J r 405 Oak....1417-R
Forest Ernest r 1412 Oak....168-J
Forington N M rltr 127Capitol....1513-J
Fortini Louis C S Highway....1049-W
Foss Robt W r 2045 Spring....919-W
Foster Margaret r 3102 Pine....573-M
Fowler Glass Shop 11th & Park....160-J
Fowler Louis H r 405 Vine....1136-W
Fowler M E Mrs r 1445 Vine....113-M
Fowler P D r 2145 Olive....1130
Fox Dick r 724 Vine....649-W
Frame Jesse S r 2232 Oak....208-J

Franceschi Roger r 1846 Pine....1403-W
Francis Louis r 1512 Park....1044-M
Franklin Harold r....35-F-3
Franscioni A F r 2801 Spring....343
Franscioni A J r 28th & Oak....792-W
Franscioni Butane Sales & Serv 2801 Spring....343
Frazier A G r 3227 Pine....368-M
Frazier Chas T r 605½ Oak....163-J
Frazier Lula L r 2908Pine....607-W
Frazier R W r 3126Pine....934-M
Frazier Tom r 727 Oak....377-W
Frederick Bros Garage Shandon....26-F-15
Frederick Walter r Shandon....31-F-14
Frederickson Chet C Oakchar Prod Co 17th....120
Fred's Radio Clinic 732-14th....336
Freeman Addie Mrs r....14-F-3
Freeman Marie r 549-28th....792-R
French L M r 249-16th....116
Frey N B Mrs r 545 Vine....203-R
Frick Alfred R r 2916 Pine....1134-R
Friendly Auto Wreckers 1130-13th....4
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Gahan Wm r S Hwy....1049-J
Galba Edw P Maj r 620-21st....1515-M
Gallagher John P atty Bank of America Bldg....161
Gallagher John P r Fresno Av....605
Gallagher John T r 336C 12th....902
Gallo Michael A r....13-F-32
Gano Aubrey r 1334Chestnut....100-W
Garrett Richard F r....29-F-22
Gates M Roland Pso R Cr Bur
Bank of America Bldg....865
Residence 732-16th....34-J
Gates Russel W Dr dnst Bank ofAmerBldg....32
Residence 504Vine....1429
Gatlin Dave r....12-F-13
Gaxiola Louise r 530½-10th....210
Gaylord Melvin C r 538-30th....356-R
Geb Ralph N r 5 Forington Av....1177-J
General Auto Parts 1218 Pine....280
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General Electric Appliances 823-12th....1507
General Petroleum Corp plant 5th&Pine....252
General Petroleum Service Station 1339 Spring....123
General Refrigeration Service Co 2138 Spring....598
George Louis R r 2245 Park....669-J
George Wm Mrs r 3028 Pine....614-W
German Louis r 144-18th....1095-M
German M B r 1519 Pine....1526-M
Gerst Ed r Adelaide....8-F-2
Gerst J B r 1830 Oak....381-J
Gibbs E E News Agency 730-18th....307
Gibbs F S r 2928 Pine....428-J
Gibbs R D r 1112 Railroad....1034-W
Gibbs Sam r 1629 Park....795-R
Gibson S L r....35-F-2
Gileau Omer O r....24-F-13
Giles Geo W r 1038Riverside....411
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Givens J E Ernie r 1910 Pine....1523-J
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Glendon Howard L Shandon High School....31-F-21
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Goade Dorothy r 3105 Pine....1019-M
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Goetsch Leroy W r....22-F-4
Goldstein R r 530Vine....1061-M
Goodale Harold bldrs mkt 1115-13th....277
Goodale Harold r 226-19th....1095-R
Goodwin Bus r 205 Oak....1014-W
Gordon H A r 444 Vine....1417-M
Gorham T A r S Highway....440-R
Gorrell Ronald L r 2020 Park....768-J
Gowans Ormand Oaks Restaurant S Hwy....473-W
Gowans Ormand r 521 Vine....543-R
Grady Charles E r....9-F-24
Grady Chas E r Adelaide Rd....187-W
Grady E M r....34-F-3
Grant Adam L r Cholame....15-F-22
Grant Music Co 1227½ Spring....588
Graves A J r Peachey Canyon....6-R-1
Gray Robt F r 539 Bonita....292-R
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Grindstaff Clyde F r 429 Oak....1417-W
Griswold E R rl est 731-12th....1510
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Grubb Roland r Adelaide Rd....9-F-32
Guerrero Lino wood 1429 Riverside Av....702-W
Guthrie H W Colyer's Jewelry 741-12th....789

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Haeuser Karl r 115 Capitol Hill....987-M
Haeuser Theo F Rev r 905 Vine....244-W
Hagemeister Chas A poltry Riverside Av....186-J
Hagens Walter A r 1914 Olive....679-J
Hagerman Helen Mrs r 2345Vine....432-W
Haggard Olive r 1919 Olive....916-W
Hahl E A r 34-12th....914-R
Hahl Ernest A r Shandon....15-F-6
Hall Clarke L C W Clarke Co....1-F-6
Hall D R r....1430-J
Hall Duane J r Fresno....1506-J
Hall Hattie E r N River Rd....8-J-3
Hall Jas R r 3222Pine....1328-W
Hall Norman H r....1430-M
Haller H C r 703Vine....203-W
Hambly Warren r 720 Vine....377-J
Hamm Elmer J r....11-F-21
Hamm Frank r....22-F-22
Hamm John r Willow Creek....22-F-2
Hammock Eddie r 3108 Spring....1326-J
Hammons L C Firestone Home & Auto Supply 1326 Spring....405
Hammons Larry C r 3008 Pine....1019-W
Hannon Thos M r 712 Riverside Av....783-W
Hansen Iver r Shandon....30-F-11
Hanson C E r 605-15th....582-W
Hanson J G r 175½ Filbert....250-W
Hanson R O r 1229 Vine....930-J
Hanson Ralph O Jr r 2035 Oak....169-R
Hapgood Arthur J r 2909 Pine....607-R
Hardesty H H Paso Robles Salvage Co 1132 E13th....360
Hardesty H H r 1745 Park....1022
Hardie Amelia Mrs r 1721Filbert....541
Hardie J L r....19-F-12
Harding H J r 1132-13th....617-J
Hardy A M r 527 Oak....1043-R
Harlan Slyvia M r....29-F-12
Harper C O r....20-F-14
Harper E C r Vine....1325-J
Harris Clarence I r....5-F-2
Harris H J r 101CapitolHill....985-J
Harris Jeanette Mrs r 1535 Park....1168-R
Harris Leon P Rev St James Episcopal Church 1345 Oak....194
Harris Oliver M r....19-F-4
Harris Tractor & Implement Co 1044 Park....17
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Harrison Vivian r 1818 Spring....380-W
Harry C E r 3016 Spring....1064-W
Harsh F Elmer plstr & genl reprng 1745 Pine....278-J
Hart Chas E r....27-F-15
Hart E L r 520-6th....399
Hartley Ray F r 2636 Spring....423-M
Hart's Dress Shop 1321 Park....1041
Hartung Geo r 829-16th....969-M
Hartung John C r....14-F-15
Harvey Clyde r....14-F-11
Harvey M B r....13-F-2
Haskett E L r 334 Pacific Av....743-W
Hatch Everett r....15-F-5
Hatch Frank E r 630-6th....1059-R
Hatch Ruth B Mrs r 1145Vine....530-W
Havens Robt N r 1916½ Park....13-M
Hawkins Chas P r 715-18th....1339-R
Haycox R R r 12th....27-W
Haynes Marlene Mrs r 909-12th....765-W

Hayward Homer T Lumber Co 12th&Riverside....73
Hayward Lumber Co Architectural Dept Riverside....449
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Heaton Grace Mrs r 630-10th....555
Heaton N P r 1314 Park....394
Heaton R C Co hardware 803-13th....29
Heaton Ray G r 2011 Vine....1048-W
Hedgpeth Myrtle optometrist 1535 Park....352
Hege C r 805 Oak....154-J
Hege Irvin O r 627 Oak....662
Heggarty Harry L r 745 Oak....946
Heilman W R r Kiler Canyon....1-R-1
Heilmann Otto r....3-F-14
Henderson Robt W r 2922 Pine....1401-J
Henrie Edna M r 609-17th....1006-R
Henrie Kenneth r....12-F-12
Henrie Sarah E r Pacific Av....311-W
Henry M L r 705Park....476-R
Heousek Joe r 1231 Pine....742-W
Hermann John R Col r 728-15th....1148
Herron Mary Lee r 226-19th....1095-W
Herz Vincent J r 3304 Pine....1118-R
Hessler Geo A r 3030 Pine....614-J
Heynen Martin r 3020 Pine....970-J
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Groceries 721-12th....256
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Hibbard J G r 1545 Park....34-R
Hibbard John r 1503 Park....1010
Hibbard Lucille L r S Highway....440-W
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Hicks Hazel r 2106 Sn Luis....1026-J
Hicks J R r 806-9th....476-W
Higgins Mervilyn r 1411 Pine....656
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Hi-Ho Theatre 1436 Spring....777
Hilbrich Elsie r 1412B Oak....168-R
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Hillman Clarence r....13-F-24
Hillman Clarence III r Vine....941-R
Hillman J Homer brkr 11 W Fresno....335
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Hillman's Keys Valley Ranch....14-F-5
Hilton Elna r 245-17th....549
Hinman R S r Mountain Springs Rd....370-R
Hirschler L D r 526 Beverly Av....1094-J
Hitchcock A B sealer weights&measures 1221Vine....206-R
Hiteshew I G r 721 Oak....1061-W
Hi-Way Drug Store 1217 Spring....152
Hi Way Hotel 916-13th....521
Hi-Way News Agency 1218 Spring....337
Hjelmeland Leonard r 603-26th....968-M
Hodel Henry r 2201 Olive....448-R
Hodge Frank Mrs r Shandon....30-F-22
Hodges Welcome r 833Vine....439-J
Hodson Carroll E r 1620 Park....1133-W
Hoffman H L Miss r 3 Forington Av....26-W
Holbrook Chas H r 730 Olive....988-W
Holcraft Furniture Co 2706 Spring....735
Holden E W r 2025½ Spring....991-W
Hollen Earl r....27-F-22
Holst C A r 1548 Oak....1125-W
Holton Donald C r....2-F-12
Holzinger Ed r....3-F-4
Hong Kong Cafe 943 Spring....604
Hoon M J r 422 Vine....1012
Hoon's Liquor Store DollarHotelBldg....714
Hoppe Ida Mrs r 445 Oak....323-W
Hopper Jack D r....32-F-4
Hopper Keith B r Shandon....31-F-6
Hord B F r Oak Flat....4-R-4
Hoskin R C r 2925 Pine....1134-W
Hotel Norton 1227 Spring....149
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Houghton Stewart W r....5-F-11
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House Leon J r 321-19th....1183-M
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1226 Park....1304
Housing Authority City of Paso Robles 3201 Pine....749
Hover K W r 2812 Pine....1126-M
Howard Clacy F r 3018 Pine....741-W
Howard Luther Rev r 1528 Park....1044-R
Hubbard Leslie V r....29-F-2
Huddleston Carl r 3118 Pine....732-R
Huddleston Carl Serv Sta 15th & Spring....1420
Hudson E A r 117CapitolHill....785-M
Hudson John C r 2814 Pine....1181-M
Hudson's Drug Store 815-12th....51
Huenegard Wilbur r 630 Vine....924-W
Huenergard Edwin r 807 Vine....704-M
Hughes A J r 2012 Olive....627-J
Hultquist Martin r....22-F-14
Hurley T A r 2015 Oak....528
Hurst Mazie RN r W 3d....737-W
Hus F I r 138-17th....701-J
Huston George r 1245 Vine....229
Huston Plumbing Supply 1338 Railroad....361
Hutt Ben C r 1501Pine....1526-J
Hyde Dean J r 503 Bonita....429-M
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Irwin Paul M r 529-18th....1020
Iversen Andrew r....2-F-6
Iversen Geo H r....2-F-2

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J&R Ranches Camp 8 CrestonRd....6-F-5
Jackson Emmanuel Rev r 2055 Riverside Av....105-J
Jackson & Reinert plant&office N River Rd....66
Jacques Mildred P r 829-15th....1162-W
Jagger Chester G r....27-F-6
James Julia r 904-11th....1034-J
Jantzen F F r....11-F-23
Jany J r 623-19th....1146-J
Jardine Elizabeth Mrs r....17-F-2
Jardine John r....8-F-41
Jaster Henry r Oak Flat Rd....2-R-4
Jay C R Mrs r 943 Oak....183-J
Jeffries A E r 1405 Chestnut....416-R
Jeffries R O r 1319 Olive....628-J
Jensen Bernard H r 1 Pacific Av....728-R
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Reynolds T C Jr r 504 Oak.....413-J
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Shomo Mary Mrs r 529-14th.....515
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Wilkinson J r 1426Pine....1138-J
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Willard Elloyd r 1704 Vine....629-J
Williams Archie r 326-13th....1029-J
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Wood W E r 2807Riverside....1096-R
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Woodman Burl r 2127 Oak....524
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PISMO BEACH

J. E. Gooding, Manager

BUSINESS TRANSACTIONS WITH TELEPHONE CO.

The Pac Telephone & Telegraph Co
Business Office 968 Monterey St San Luis Obispo
Ask Operator for....Business Office
(No charge for calls to Business Office)

Payments in person and personal visits

The Pac Telephone & Telegraph Co....500 Dolliver St
Pismo Beach

A & B Electric Appliance Co 1200 Price....105-J
Adams Court Hollister & Dolliver....150
Adams E H Rev r Shell Bch....17-M
Adams Lawson S r SanLuisAv....146-J
Afana B Gabriel r 101 Hwy....64-Y-2
Alexander M F r 1540 Price....342
Allen Frank r 141 Ocean View....68-R
Allen Fred J Jr r Capistrano Av....116-Y-2
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Thompsom F F r....2-R-3
Tidrow Jno r....38-J-14
Truck Cafe....83
Tuley J T r Hog Canon Rd....24-F-14
Turnbow Bunn r....1-R-3
Turnbow's Plumbing Shop....39
Tutin F W r....70
Twisselmann Henry r....29-W
Twisselmann Herbert r....54-R
Van Horn Butane Service....22
Van Horn Lloyd....10-J-1
Von Dollen Bertha Mrs....24-F-23
Von Dollen Geo r Ranchita Rd....3-F-33
Von Dollen Henry r Ranchita Rd....3-F-23
Von Dollen Johnnie r Hog Canon Rd....24-F-33
Vreeland R Somers....4-F-4
Vyeda Wilma....55
Walling Ross....14-F-22
Weber Georgia r....17-R
Weir F W r Estrella Rd....25-F-1
White James H....1-R-1
Wickstrom E r....29-J
Williams Maudie E....59
Williams Raymond M....15-F-21
Wilmar Ralph R r....38-J
Winn W L r....10-J-5
Witcosky Bros Grocery....16
Witcosky Fred r....32-J-11
Wolf A H r Vineyard Rd....11-F-11
Work Robert R....24-F-3

SAN SIMEON

(For Subscribers see Cambria)

SANTA MARGARITA

J. E. Gooding, Manager

BUSINESS TRANSACTIONS WITH TELEPHONE CO.

Telephone Calls, mail payments and correspondence

The Pac Telephone & Telegraph Co....717-14th St Paso Robles

Ask Operator for....Business Office
(No charge for calls to Business Office)

Payments in person and personal visits

The Pac Telephone & Telegraph Co....Highway Santa Margarita

Andrew G W r....58-F-3
Andrews John P r Parkhill Rd....34-F-14
Arnold Claude r Chimineas Ranch....56-F-12
Arnold Guy r....58-F-4
Ashbaugh Chas V r Garden Farms....47-Y-15
Avenales Cattle Co
Avenales Ranch Pozo....56-F-5
Canyon Ranch Shandon....31-F-6

Baggett J M r Garden Farms....48-Y-12
Bell Geo P r Rinconada Mine....58-F-11
Best C S r Garden Farms....48-Y-23
Blake John r....57-F-11
Bradbury E R r....58-F-12
Brazzi Garage....52-J
Brooks Truman r Garden Farms....2-J-13
Bushnell Marion r....9-W
Butchers I A r El Dorado Rd....31-F-13
Byer Geo H r....7-J

California State of
Division of Highways
Maintenance Foreman Pozo....33-F-3
Cammatti Ranch....31-F-3
Cassidy Polly r Garden Farms....2-Y-12
Cavanagh Fred r....56-F-4
Cavanagh R G r South Hwy....59-R
Chatfield A R r Garden Farms....47-Y-4
Cook W H r Garden Farms....47-Y-2
Costa Linda M r....23
Cowell Land & Cattle Co....31-F-21
Crew R L r Garden Farms....47-Y-11
Crowe Burt F r Garden Farms....47-Y-5
Derr G R r Encina....7-R
Dixson Ralph O r....56-F-31
Doty Lorenzo r Park Hill Rd....34-F-12
Doty Robt O r Parkhill....34-F-33
Dowle Leona S r Garden Farms....48-Y-11
Drake John D r....20
Drake's Place....51

Elisarraraas T wood....26-J
Ellsworth Leslie H r Garden Farms....47-Y-12
Epperly W H r....9-M
Estrada John r....54-R
Evans C H r Pozo....31-F-34
Farrington Wayne Capt r I....45-W
Firfires M N r....34-F-23
Fotheringham F E Mrs r....9-J
Garcia L S r Highway....54-M
Garcia Vidal r....54-J
Goodwin J F r Pozo....57-F-12
Gould Orval r Park Hill Rd....34-F-5
Gragg R M r S Margarita & K....5-M
Grant Robt r Pozo....57-F-3
Grayson-Owen Co....56-F-3

Green's Texaco Service Station Highway....18-W
Griffin R E r....55
Hall W A maseur Highway....26-W
Harrington Jack E r Margarita&I....24
Haynie R C r South Hwy....42-W
Herncall Victor R r....34-F-13
Hiniker Ernest F r K....6-R
Hochstetler D A r Garden Farms....2-J-14
Hughes W D Mrs r Garden Farms....48-Y-4
Jackson Fred r H....45-R
Janolis F J r Pozo....57-F-13
Johnson H W r....41-W
Joughin Andrew R r....56-F-22
Kavanagh J F r Pinal & I....28-M
Keffury Abe r Pinal&I....28-J
Keffury Abe Service Station Highway....29
Kirtland Howard B Dr r Cuesta Grade....19-Y-3
Klaucke Chas E r....34-F-32
Kriedel Edward T r Park Hill Rd....34-F-3
Law Jason r....53
Lee Martha Mrs r Encina....5-R
Lenander Carl J r Margarita & J....6-J
Lewis Walter F r....31-F-11
Lindbergh Paul r Park Hill Rd....34-F-2
Livingston Chas O r I....45-M
Ludwick Vern A r J & Margarita....6-W
Mallett Wm r Garden Farms....48-Y-3
Margarita Mercantile Co....30
Martin John P r....2-Y-5

McBurney's Motor Court & Cafe Highway....12
McCarty Bud r Estrada & J....27-R
McNeil J W r Pozo....58-F-24
Mecham-Henry r Murphy Av....59-J
Merker Russell r ParkHill....34-F-11
Millen Florence r....5-W
Miller David W r Highway....28-R
Moore W H r....57-F-21
Mountain Inn Autel CuestaGrade....19-Y-2
Murray Joe r Pinol....27-J
Nick J T r....57-F-4
Old Mission Motel....1

Pac Telephone & Telegraph Co The
Business Office 717-14th Paso Robles
Ask Operator for....Business Office
(No charge for calls to Business Office)
See Introductory Section for Service Calls and Other Important Matters
Patarak Andy r Garden Farms....47-Y-3
Pennington's Grocery Highway....22
Perry W O r Garden Farms....47-Y-6
Powell Frank r Park Hill Rd....34-F-22
Ray's Garage 101 Hwy....50
Reed Clifford r....11
Rizzoli V r Highway....41-R
Sanders M S r Garden Farms....47-Y-14
San Luis Obispo County of
Justice of Peace Garden Farms....48-Y-2
Santa Margarita Grammar School....8
Santa Margarita Inn Highway....21
Santa Margarita Ranch....25
Santy P C Rev r....49
Sapien Luis r....54-W
Saxe A O r....6-M
Schroeder T C r Garden Farms....2-Y-23
Seefeld A G r GardenFarms....2-J-2
Sinton Jas r....31-F-5
Sinton Silas Jr r....31-F-4
Smith Chas L r Garden Farms....48-Y-5
Smith S Stratton r Parkill....34-F-21

Southern Counties Gas Co Paso Robles
From Snta Margarita Exchange only
(No Inter-City Charge)
Ask "Operator" for Entrprise 10219
Southern Pacific Co....16
Southern Pacific Milling Co office....4
Star Garage Highway....3
Thornquist Geron r....45-J
Todd Leonard r Jay&Murray....9-R

Union Oil Co of Calif
Northern Division Pipelines
Snta Margarita Pump Station....2-J-3
U S Government
Forest Service
Pozo Guard Station....32-F-2
War Assets Adm
Cuesta Tunnel Booster Stn....44
Salinas River Dam....46
Vaden J L Mrs r....59-W
Villa Lazaro T r Encino & F....52-W
Walker W W r I....27-M
Walling Clarence r....28-W
Weed Jas H r J....5-J
Werling Dewey r....56-F-32
Wilkinson Rex r Pozo....57-F-5
Williams O M r ParkHillRd....34-F-15
Worden Minnie Mrs r GardenFarms....2-J-34

SHANDON

(For Subscribers see Paso Robles)

SHELL BEACH

(For Subscribers see Pismo Beach)

TEMPLETON

J. E. Gooding, Manager

BUSINESS TRANSACTIONS WITH TELEPHONE CO.

The Pac Telephone & Telegraph Co
717-14th Paso Robles
Dial "Operator" and ask for....Business Office
(No charge for calls to Business Office)
Telephone bills also may be paid in person at
Petersen's General Merchandise Store....Templeton

Abramson M T r N Highway....2272
Adams Cora r Paso Robles....2581
Alderson H W r Salinas Av....2643
Allen's Wilshire Station 7th & Main....2771
Avery Hazel r....2273

Barnes Robt L r....2641
Bennett Noel R r 8th....2711
Bennett Rosalie Bennett's Pool Hall 5th & Main....2461
Bennett T Mrs r....2642
Bennett's Pool Hall 5th & Main....2461
Bergman Alvin r Cayucos Rd....2782
Bethel Roy r Cayucos Rd....2787
Bland Geo r Cayucos Rd....2781
Borkey A P r....2121
Borkey Paul r....2672
Branch Harold r Cayucos Rd....2788
Branch R G trucking 8th & Paso Robles....2131
Burk Ellen r....2754
Carratt C G r 5th....2651
Castleberry J M r E 8th....2761
Cloer Eugene E r N Highway....2274
Collins P J r Bethel Rd....2673
Colvig Don r Highway....2762
Colyer C C r....2753
Cressio Jos r 7th & Paso Robles....2123
Crum Philip H r....2141
Crum's Seaside Service Highway....2372
Curletti John r Main....2763
Dan & Angie Cafe....2411
Dellaganna Theo E r....2824
Dueck G W Rancho Santa Rita....2822
Dufford C M r 6th....2802
Dunlap E K r W 8th....2582
Eddy J W r Main....2801
Edelman Harold L r S Highway....2712
Freeman Emil r....2832
Fruits Drexel G r....2282
Fruits Geo A r 1st & County Rd....2281
Gallardo Joe r....2814
Gambel Ora r Salinas....2671
Gates Leroy r....2833
Gates M F r....2571
George Chas A r Holloway....2742
Gilfillan Josephine K r I est 101 Highway....2312
Gillis P M constable....2291
Goodell W J r N Highway....2921
Goodell's Auction Sales Yards Highway....2481
Gragg Goldie Mrs r....2891
Hanson Clem S r N Highway....2922
Harington G H r....2819
Hewitt H hardware....2361
Hidden Valley Ranch Cayucos Rd....2371
Hope & Larry's Highway....2471
Hopper R L Rev r....2853
Horstman A R r....2812
Horstman A R Mrs r....2682
Hove Ed garage 101 Highway....2191
Hove Ed r....2584
Hove Henry r 4th....2343
Hove's Texaco Service Highway....2451
Jerrue W A r....2173

Jones Second Hand Store & Upholstery Shop
101 Hwy....2101
Juhl Chris Jr r....2818
Juhl Chris Sr r....2815
June Albert r 7th & Paso Robles....2583
K & A Cafe Highway....2441
LaFontaine John B r....2792
Lehnhoff Ernest r....2816
Lehnhoff Geo T r River Rd....2874
Long's Venetian Blind & Drapery Service Main....2181
Loveaire M S r....2344
Loy Joe H Mrs r....2854
Loy Wm r....2764
Loy's Market 3d & Main....2311
Luther Wm H r....2834
Mandella C L gen contr Blackburn....2621
Mandella Casper r Snta Rita Rd....2789
Marquart Nicholas A r....2826
Martin John K r Snta Rita Rd....2783
Martin Sarah A r Snta Rita Rd....2783
Mauk Oscar r Cayucos Rd....2784
McKean Jerome r County Rd....2893
McVicar W H r....2752
Medley Eugene W r Holloway....2745
Medley Neil r 6th....2692
Mees Geo A r River Rd....2876
Mercer Roy r....2817
Miller J Scott r River Rd....2871
Miller J Scott r River Rd....2871
Morrison John U r River Rd....2873
Morse F T r....2811
Nelson A J r 1st & Main....2723
Owings Ed r 6th....2894

Pac Telephone & Telegraph Co The
Business Office 717-14th Paso Robles
Dial "Operator" and ask for....Business Office
(No charge for calls to Business Office)
See Introductory Section for Service Calls and Other Important Matters
Paul's Truck & Auto Repairing Service Highway....2531
Paulson J E r....2743
Peats Harold r....2892
Pemberton Don r 1st & Paso Robles....2731
Pesenti Frank r....2793
Pesenti's Winery....2791
Petersen Grace Mrs r....2851
Petersen Richard D r S Highway....2713
Petersen's General Merchandise....2261
Phillips Emory I r....2694
Pisenti Frank r Highway....2171
Pryor J N r....2751
Rancho Santa Rita....2822
Reinert H J r Cayucos Rd....2371
Rhea John C r Salinas....2676
Rossi John r....2702
Rossi Maurice E r....2701
Ruth's Tractor Repairing 1st & James....2151
Saueressig Paul Paul's Truck & Auto Repring Serv Highway....2531
Seaside Oil Company office....2161
Serenius Adolf Rev r 3d & Paso Robles....2644
Sharp L T r....2841
Sill Elmer E r Highway....2683
Simmons Isabelle Mrs r....2271
Smalling Mattie r....2122

Southern Counties Gas Co Paso Robles
From Templeton Exchange only (No Inter-City Charge) Ask "Operator" for Entrprise 10219
Stockdale Claude A r....2681
Stockdale Donald r....2572
Sturgeon Dale r....2881
Taylor Exene Mrs r....2341
Templeton Auto Court Highway....2661
Templeton Beauty Shop Highway....2391
Templeton Feed & Grain Store Highway....2331
Templeton Fire Dept....2011
Templeton Schools....2601
Thompson Frank W 101 Hwy....2321
Thorndyke Cyril r....2831
Trigueiro Geo r Cayucos Rd....2786
Tullock Robt r....2744
Wallace Helen I r....2721
Weeks Carl r....2722
Wessel Pauline I r....2172
Willhoit A H plumbing Highway....2561
Willhoit A H r Paso Robles....2563
Willhoit Thos r....2923
Wyatt W R r....2835
Yeats J J Lt Col r....2810
Yeats J J Lt Col r Lupin Ln....2872
Yoakum C Y r Paso Robles....2852
York Howard A r....2821
York W S r....2823

U. S. LIGHTHOUSE STATION

(For Subscribers see Cambria)

WILLOW SPRINGS MAINTENANCE CAMP

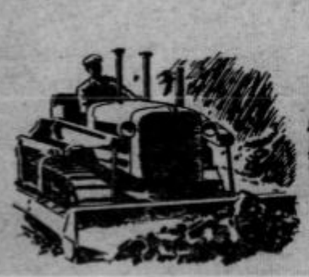
Calif. Div. of Highways, Agent — Call Long Distance

How to help prevent interruptions in vital telephone service

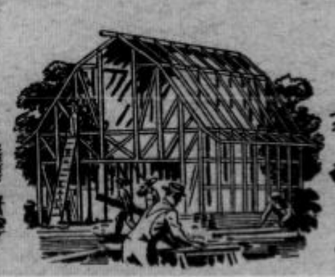
Look for these signs. They are placed along the routes of underground Long Distance cables, running cross country, deeply buried to be fully protected from plowing and cultivation. The advantages of underground cables are numerous.

Uppermost is the fact that these cables are immune to the common perils of storm and wind. Unseen, their existence is easily forgotten. Because of this, underground cables are at times unknowingly damaged and service interrupted by construction and excavating work.

⇨ ⇨ ⇨ Here is how you can help protect these cables



If an underground Long Distance cable passes through your property be sure to establish its position clearly when leasing or renting any part of your land.



Before undertaking or permitting any construction or excavating on your land, check the position of the underground Long Distance cable to make sure the proposed work will not damage the cable and interrupt service.

In planning new irrigation facilities, consult your nearest Telephone Company office or call Toll Wire Chief if ditches or ponds are to be installed near an underground cable.

Your cooperation in preventing damage to Long Distance cables will help us maintain uninterrupted telephone service. Damage to a cable in any locality can result in failure of service from Coast to Coast.

The Pacific Telephone and Telegraph Co.

Nothing's finer than a Good Neighbor

...and that goes for a telephone party line

Just as a good neighbor on your street is always thoughtful and helpful . . .

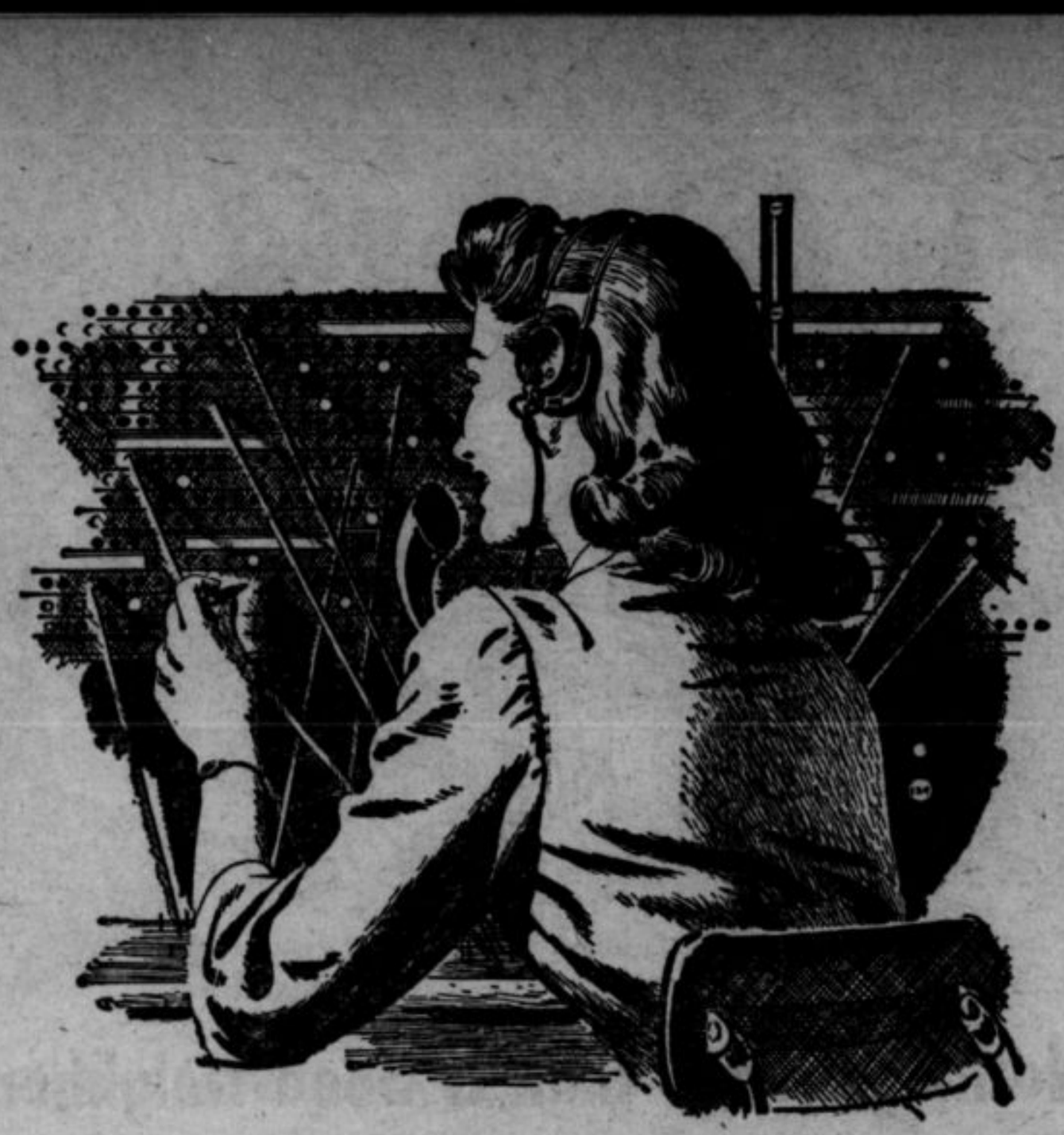
So does a good telephone party line neighbor cooperate with you in telephone usage.

Here are a few of the ways to make sure you are a good neighbor on your party line:

- Make sure the line is not in use before you try to call.
- If you find the line busy when you have to make an urgent call, politely explain the circumstances to the person using the line. Extend the same courtesy to others you expect yourself under like conditions.
- Talk no longer than necessary; allow time between calls so that others may have a chance to use the line.
- Answer promptly when your telephone rings; always replace the receiver when you have finished using the line.

Careful observance of these points assures more satisfaction and better service on your telephone party line.

The Pacific Telephone and Telegraph Company



Doing her best to serve you promptly

Right now, our boards are busier than they have ever been before . . . so busy it is not always possible for our operators to answer your call as promptly as they would like.

The reason is that we are serving more customers . . . who are making more calls . . . than even at the war-time peak.

New equipment is on the way . . . millions of dollars worth up and down the Coast . . . to take care of our waiting applicants and to furnish a better service than ever to all telephone users.

We assure you that our operators are doing everything they can to furnish you the prompt and courteous service you have become accustomed to. *Thank you.*

The Pacific Telephone and Telegraph Company

OUT-OF-TOWN CALLS

STATION-TO-STATION CALLS
—When you will talk with anyone who answers at an individual line or party-line telephone or private switchboard.

Station-To-Station Calls are placed by calling Long Distance or dialing Operator and telling the operator who answers the city or town you want, the out-of-town telephone number, if you have it, or the name and address under which it is listed.

PERSON-TO-PERSON CALLS
—When you want to reach a particular person, or a particular extension telephone or department connected through a private switchboard.

Person-To-Person Calls are placed by calling Long Distance or dialing Operator and telling the Operator who answers the city or town, the out-of-town telephone number, if you have it, or the name and address under which it is listed, and the name of the person, the extension telephone number or department you want.

COLLECT CALLS
Upon request, the charges on calls to most points within the Continental United States, Alaska, Canada, and to certain overseas points, may be collected at the called station.

Some Rates to Out-of-Town Points

NIGHT AND SUNDAY RATES APPLY FROM 6 P. M. TO 4:30 A. M. AND ALL DAY SUNDAY

RATES ARE FOR 3 MINUTES. Federal Tax is not included in the Rates.

Rates shown below are those in effect at the time this directory was closed for printing and are subject to such changes as may be made from time to time.

From ATASCADERO to:	Station-to-Station WEEK-DAYS	Station-to-Station NIGHTS AND SUNDAY	Person-to-Person WEEK-DAYS	Person-to-Person NIGHTS AND SUNDAY
Arroyo Grande, Calif.	$ .25	$ .25	$ .35	$ .35
Bakersfield, Calif.	.60	.50	.85	.75
Bradley, Calif.	.25	.25	.35	.35
Cambria, Calif.	.25	.25	.35	.35
Cayucos, Calif.	.15	.15	.25	.25
Fresno, Calif.	.65	.50	.90	.75
Hanford, Calif.	.60	.50	.89	.75
Hollister, Calif.	.70	.55	1.00	.85
King City, Calif.	.45	.35	.65	.55
Lompoc, Calif.	.45	.35	.65	.55
Los Alamos, Calif.	.45	.35	.65	.55
Los Angeles, Calif.	.95	.70	1.35	1.15
Merced, Calif.	.80	.65	1.10	.95
Modesto, Calif.	.90	.70	1.25	1.05
Monterey, Calif.	.70	.55	1.00	.85
Morro Bay, Calif.	.15	.15	.25	.25
Nipomo, Calif.	.30	.30	.40	.40
Oakland, Calif.	1.00	.75	1.40	1.20
Oxnard, Calif.	.80	.65	1.10	.95
Palo Alto, Calif.	.95	.70	1.35	1.15
Pasadena, Calif.	1.00	.75	1.40	1.20
Paso Robles, Calif.	.10	.10	.20	.20
Pismo Beach, Calif.	.25	.25	.35	.35
Porterville, Calif.	.70	.55	1.00	.85
Sacramento, Calif.	1.10	.80	1.55	1.35
Salinas, Calif.	.65	.50	.90	.75
San Diego, Calif.	1.25	.90	1.75	1.50
San Francisco, Calif.	1.05	.80	1.45	1.25
San Jose, Calif.	.90	.70	1.25	1.05
San Luis Obispo, Calif.	.15	.15	.25	.25
San Mateo, Calif.	1.00	.75	1.40	1.20
Santa Barbara, Calif.	.65	.50	.90	.75
Santa Cruz, Calif.	.85	.65	1.20	1.05
Santa Margarita, Calif.	.10	.10	.20	.20
Santa Maria, Calif.	.30	.30	.40	.40
Santa Rosa, Calif.	1.15	.85	1.60	1.35
Santa Ynez, Calif.	.50	.40	.70	.60
Selma, Calif.	.60	.50	.85	.75
Stockton, Calif.	1.00	.75	1.40	1.20
Templeton, Calif.	.05	.05	Not Quoted	
Ventura, Calif.	.75	.60	1.05	.90
Visalia, Calif.	.65	.50	.90	.75
Watsonville, Calif.	.75	.60	1.05	.90

From ARROYO GRANDE to:	Station-to-Station WEEK-DAYS	Station-to-Station NIGHTS AND SUNDAY	Person-to-Person WEEK-DAYS	Person-to-Person NIGHTS AND SUNDAY
Atascadero, Calif.	$ .25	$ .25	$ .35	$ .35
Bakersfield, Calif.	.65	.50	.90	.75
Bradley, Calif.	.40	.35	.55	.50
Cambria, Calif.	.35	.35	.50	.50
Cayucos, Calif.	.25	.25	.35	.35
Fresno, Calif.	.75	.60	1.05	.90
Hanford, Calif.	.65	.50	.90	.75
Hollister, Calif.	.80	.65	1.10	.95
King City, Calif.	.55	.45	.75	.65
Lompoc, Calif.	.30	.30	.40	.40
Los Alamos, Calif.	.25	.25	.35	.35
Los Angeles, Calif.	.95	.70	1.35	1.15
Merced, Calif.	.90	.70	1.25	1.05
Modesto, Calif.	.95	.70	1.35	1.15
Monterey, Calif.	.75	.60	1.05	.90
Morro Bay, Calif.	.20	.20	.30	.30
Nipomo, Calif.	.10	.10	.20	.20
Oakland, Calif.	1.05	.80	1.45	1.25
Oxnard, Calif.	.70	.55	1.00	.85
Palo Alto, Calif.	1.00	.75	1.40	1.20
Pasadena, Calif.	.95	.70	1.35	1.15
Paso Robles, Calif.	.30	.30	.40	.40
Pismo Beach, Calif.	.05	.05	Not Quoted	
Porterville, Calif.	.75	.60	1.05	.90
Sacramento, Calif.	1.15	.85	1.60	1.35
Salinas, Calif.	.75	.60	1.05	.90
San Diego, Calif.	1.20	.85	1.70	1.45
San Francisco, Calif.	1.05	.80	1.45	1.25
San Jose, Calif.	.95	.70	1.35	1.15
San Luis Obispo, Calif.	.10	.10	.20	.20
San Mateo, Calif.	1.05	.80	1.45	1.25
Santa Barbara, Calif.	.55	.45	.75	.65
Santa Cruz, Calif.	.90	.70	1.25	1.05
Santa Margarita, Calif.	.15	.15	.25	.25
Santa Maria, Calif.	.15	.15	.25	.25
Santa Rosa, Calif.	1.20	.85	1.70	1.45
Santa Ynez, Calif.	.35	.35	.50	.50
Selma, Calif.	.70	.55	1.00	.85
Stockton, Calif.	1.05	.80	1.45	1.25
Templeton, Calif.	.25	.25	.35	.35
Ventura, Calif.	.65	.50	.90	.75
Visalia, Calif.	.75	.60	1.05	.90
Watsonville, Calif.	.85	.65	1.20	1.05

See also Inside Front Cover for rates from SAN LUIS OBISPO and PASO ROBLES.

THE PACIFIC TELEPHONE & TELEGRAPH CO.
BELL SYSTEM
AMERICAN TELEPHONE & TELEGRAPH CO.

CALIFORNIA TELEPHONE DIRECTORIES

WHITE PAGES

LOCALITY: San Luis Obispo, Avila, Camp San Luis Obispo

YEAR: January 1949

SAN LUIS OBISPO COUNTY

TELEPHONE DIRECTORY

JANUARY 1949

THE PACIFIC TELEPHONE and TELEGRAPH COMPANY

SEE INTRODUCTORY SECTION FOR EMERGENCY CALLS AND OTHER IMPORTANT MATTERS

OUT-OF-TOWN CALLS

STATION CALLS
—When you will talk with anyone who answers at an individual line or party-line telephone or private switchboard.

STATION CALLS are placed by calling Long Distance or dialing Operator and telling the operator who answers the ctiy or town you want, the out-of-town telephone number, if you have it, or the name and address under which it is listed.

PERSON CALLS
—When you want to reach a particular person, or a particular extension telephone or department connected through a private switchboard.

PERSON CALLS are placed by calling Long Distance or dialing Operator and telling the Operator who answers the city or town, the out-of-town telephone number, if you have it, or the name and address under which it is listed, and the name of the person, the extension telephone number or department you want.

COLLECT CALLS
Upon request, the charges on calls to most points within the Continental United States, Alaska, Canada, and to certain overseas points, may be collected at the called station.

Some Rates to Out-of-Town Points

NIGHT AND SUNDAY RATES APPLY FROM 6 P. M. TO 4:30 A. M. AND ALL DAY SUNDAY

RATES ARE FOR 3 MINUTES. Federal Tax is not included in the Rates.

Rates shown below are those in effect at the time this directory was closed for printing and are subject to such changes as may be made from time to time.

From SAN LUIS OBISPO to:	Station		Person	
	WEEK-DAYS	NIGHTS AND SUNDAY	WEEK-DAYS	NIGHTS AND SUNDAY
Arroyo Grande, Calif.	$ .10	$ .10	$ .25	$ .25
Atascadero, Calif.	.15	.15	.30	.30
Bakersfield, Calif.	.65	.50	.90	.75
Bradley, Calif.	.35	.35	.50	.50
Cambria, Calif.	.25	.25	.40	.40
Cayucos, Calif.	.20	.20	.35	.35
Fresno, Calif.	.70	.55	1.00	.85
Hanford, Calif.	.65	.50	.90	.75
Hollister, Calif.	.75	.60	1.05	.90
King City, Calif.	.50	.40	.70	.60
Los Alamos, Calif.	.35	.35	.50	.50
Los Angeles, Calif.	.85	.70	1.20	1.05
Merced, Calif.	.80	.65	1.10	.95
Modesto, Calif	.85	.70	1.20	1.05
Monterey, Calif.	.70	.55	1.00	.85
Morro Bay, Calif.	.10	.10	.25	.25
Mountain View, Calif.	.85	.70	1.20	1.05
Nipomo, Calif.	.20	.20	.35	.35
Oakland, Calif.	.95	.75	1.35	1.15
Oxnard, Calif.	.70	.55	1.00	.85
Palo Alto, Calif.	.85	.70	1.20	1.05
Pasadena, Calif.	.85	.70	1.20	1.05
Paso Robles, Calif.	.20	.20	.35	.35
Pismo Beach, Calif.	.10	.10	.25	.25
Porterville, Calif.	.70	.55	1.00	.85
Sacramento, Calif.	1.00	.80	1.40	1.20
Salinas, Calif.	.70	.55	1.00	.85
San Diego, Calif.	1.05	.85	1.45	1.25
San Francisco, Calif.	.95	.75	1.35	1.15
San Jose, Calif.	.85	.70	1.20	1.05
San Mateo, Calif.	.90	.70	1.25	1.05
Santa Barbara, Calif.	.60	.50	.85	.75
Santa Cruz, Calif.	.80	.65	1.10	.95
Santa Margarita, Calif.	.10	.10	.25	.25
Santa Maria, Calif.	.25	.25	.40	.40
Santa Rosa, Calif.	1.05	.85	1.45	1.25
Santa Ynez, Calif.	.40	.35	.55	.50
Selma, Calif.	.70	.55	1.00	.85
Stockton, Calif.	.90	.70	1.25	1.05
Templeton, Calif.	.20	.20	.35	.35
Ventura, Calif.	.70	.55	1.00	.85
Visalia, Calif.	.70	.55	1.00	.85
Watsonville, Calif.	.80	.65	1.10	.95

From PASO ROBLES to:	Station		Person	
	WEEK-DAYS	NIGHTS AND SUNDAY	WEEK-DAYS	NIGHTS AND SUNDAY
Arroyo Grande, Calif.	$ .30	$ .30	$ .45	$ .45
Atascadero, Calif.	.10	.10	.25	.25
Bakersfield, Calif.	.65	.50	.90	.75
Bradley, Calif.	.15	.15	.30	.30
Cambria, Calif.	.20	.20	.35	.35
Cayucos, Calif.	.15	.15	.30	.30
Fresno, Calif.	.60	.50	.85	.75
Hanford, Calif.	.55	.45	.75	.65
Hollister, Calif.	.65	.50	.90	.75
King City, Calif.	.35	.35	.50	.50
Los Alamos, Calif.	.50	.40	.70	.60
Los Angeles, Calif.	.90	.70	1.25	1.05
Merced, Calif.	.70	.55	1.00	.85
Modesto, Calif.	.80	.65	1.10	.95
Monterey, Calif.	.65	.50	.90	.75
Morro Bay, Calif.	.20	.20	.35	.35
Mountain View, Calif.	.80	.65	1.10	.95
Nipomo, Calif.	.40	.35	.55	.50
Oakland, Calif.	.85	.70	1.20	1.05
Oxnard, Calif.	.80	.65	1.10	.95
Palo Alto, Calif.	.80	.65	1.10	.95
Pasadena, Calif.	.90	.70	1.25	1.05
Pismo Beach, Calif.	.30	.30	.45	.45
Porterville, Calif.	.65	.50	.90	.75
Sacramento, Calif.	.95	.75	1.35	1.15
Salinas, Calif.	.60	.50	.85	.75
San Diego, Calif.	1.10	.90	1.55	1.35
San Francisco, Calif.	.90	.70	1.25	1.05
San Jose, Calif.	.80	.65	1.10	.95
San Luis Obispo, Calif.	.20	.20	.35	.35
San Mateo, Calif.	.85	.70	1.20	1.05
Santa Barbara, Calif.	.70	.55	1.00	.85
Santa Cruz, Calif.	.75	.60	1.05	.90
Santa Margarita, Calif.	.15	.15	.30	.30
Santa Maria, Calif.	.40	.35	.55	.50
Santa Rosa, Calif.	1.00	.80	1.40	1.20
Santa Ynez, Calif.	.55	.45	.75	.65
Selma, Calif.	.60	.50	.85	.75
Stockton, Calif	.85	.70	1.20	1.05
Templeton, Calif.	.05	.05	Not Quoted	
Ventura, Calif.	.75	.60	1.05	.90
Viaslia, Calif.	.60	.50	.85	.75
Watsonville, Calif.	.70	.55	1.00	.85

See also Inside Back Cover for rates from ATASCADERO and ARROYO GRANDE.

San Luis Obispo County Telephone Directory
JANUARY 1949 ISSUE

Copyright, 1949, by The Pacific Telephone and Telegraph Company

Listings of subscribers in the communities shown on page 3 are included in this directory.

EMERGENCY CALLS

Please determine the Fire and Police Departments which serve you and write their numbers in the spaces provided below.

My FIRE Call No._____ **My POLICE Call No.**_____

FIRE CALLS

If you are served by:	*Call*
Arroyo Grande Fire Dept.	Arroyo Grande 75
Atascadero Fire Dept.	Atascadero 56
Cambria Fire House	Cambria 83-J
Cayucos Fire Dept.	Cayucos 2691
Paso Robles Fire Dept.	Paso Robles 20
San Luis Obispo Fire Dept.	San Luis Obispo 5
Templeton Fire Dept.	Templeton 2011

POLICE CALLS

If you are served by:	*Call*
Arroyo Grande Police Dept.	Arroyo Grande 75
Paso Robles Police Dept.	Paso Robles 10
Pismo Beach Police Dept.	Pismo Beach 145
San Luis Obispo County Sheriff's Office	Atascadero 12 / Morro Bay 2631 / San Luis Obispo 2850
San Luis Obispo Police Dept.	San Luis Obispo 31
Federal Bureau of Investigation	For the Telephone Number or Address Call "Information"

Or You May Call or Dial Operator

and ask for the proper Fire or Police Department such as "Paso Robles Fire Dept.", "Sheriff's Office," etc., and an attempt will be made to connect you with the required number.

The above list has been arranged from the best information obtainable; the Company does not, however, guarantee it to be complete, or in all cases correct.

SERVICE AND OUT-OF-TOWN CALLS

	From NON-DIAL Telephones ASK FOR	From DIAL Telephones DIAL
INFORMATION (For numbers not in this directory)	"Information"	Operator and ask for "Information"
REPAIR SERVICE (To report a telephone out of order)	"Repair Service"	Operator and ask for "Repair Service"
ASSISTANCE ON CALLS	"Supervisor"	Operator
BUSINESS TRANSACTIONS (Orders for Telephone Service, Payments, etc.)	"Business Office"	Operator and ask for "Business Office"
CALLS TO OUT-OF-TOWN POINTS	"Long Distance"	Operator
CALLS TO SHIPS AT SEA OR IN COASTAL WATERS	"Long Distance"	Operator
TIME OF DAY (The charge for "Time of Day" is the same as the charge at your regular rate for any other local call.)	"Time"	Operator and ask for "Time"

PERSONAL TELEPHONE LIST

NAME	TELEPHONE NUMBER

When exchanging for a New Directory, PLEASE TEAR OUT THIS PAGE, verify the numbers and transcribe to New Directory.

DIALING

LOCAL CALLS

1. Obtain the correct number from the latest issue of the telephone directory. If the listing is not found, please call "INFORMATION".
2. Do not dial out-of-town numbers.
3. Listen for the dial tone, then dial the digits of the number.
4. If your dial contains both letters and numerals, be careful not to confuse the red figure "0" with the black letter "O" or the red figure "1" with the black letter "I".
5. Remove finger and let the dial return freely after each digit is dialed.
6. If a mistake in dialing has been made, replace the receiver and after waiting a few seconds, lift the receiver and when you hear the dial tone, dial the complete number again.
7. If, while dialing, another person comes on the line, state that the line is in use, replace the receiver for a moment and then after hearing the dial tone re-dial the complete number; otherwise a wrong number may result. If, before you start to dial, you hear the dialing of another person, tell the other person you have interfered with his dialing, then replace the receiver and make your call later.

PUBLIC TELEPHONES

Instructions are posted on or near telephone instr
ments. Please report any service difficulties or co
collection error to the operator. A charge will not b
made on calls which are not completed.

TO CALL ANOTHER TELEPHONE ON YOUR PARTY LINE

To ascertain the telephone number of a party on your line call "REPAIR SERVICE".

MORRO BAY—To call another party on the same line, dial the code "9", followed by the last digit of your number and then the last digit of the called number and replace the receiver. Your telephone bell will ring. When ringing stops begin conversation. If no answer is received after a reasonable period, stop the ringing by momentarily lifting the receiver.

OTHER DIAL EXCHANGES—To call another party on your line, dial the listed number of the desired party. As soon as the dialing is completed and you hear the busy tone, replace the receiver. Your telephone will ring. When ringing stops, remove receiver and begin conversation. If no answer is received after a reasonable period, stop the ringing by momentarily lifting the receiver.

TONES AND SIGNALS

DIAL TONE—A continuous steady hum, the signal to start dialing.

RINGING SIGNAL—A "burring" tone repeated at regular intervals.

BUSY SIGNAL—A steady "buzz-buzz" tone.

VOICE RECORDING SIGNAL—A short high "beep" tone heard on the telephone line about every 15 seconds means that the person with whom you are talking is recording your conversation by means of his electrical recording machine connected to the telephone line.

This signal is provided by the Telephone Company for your protection. If you do not want a record made of what you are saying, ask the person with whom you are talking to disconnect the recording machine. When he disconnects his recorder the signal is no longer heard.

The "beep" is produced automatically by the device used to connect the recorder to the telephone line. It stops when the recorder is disconnected. Use of a recorder without this signal is unlawful.

DIRECTORY FACTS

COPIES OF THIS DIRECTORY

Use of an out-of-date directory interferes with good telephone service, as each new issue contains many changes in numbers and listings.

Simply as a matter of good service, the Telephone Company retains ownership of telephone directories.

ERRORS

Every effort is made to make the directory as accurate as possible.

The Company, however, assumes no liability for damages arising from errors or omissions in the making up or printing of its directories.

DIRECTORIES OF OTHER CITIES

Telephone directories of other cities may be consulted at our Business Office.

If you desire any copies, they may be obtained at an additional service charge by arrangement with the Business Office.

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OTHER MATTERS

IDENTIFICATION OF EMPLOYEES

Employees of this Company who regularly visit the public are provided with a photographic identification card. This card, which is properly countersigned, shows the employee's name, signature and photograph. If you doubt the right of a person to represent himself as an employee of this Company and he cannot furnish an identification card, please call the Business Office.

RATES

Rates and practices included in this directory are based upon those in effect at the time this directory was closed for printing and are subject to such changes as may be made from time to time.

ATTACHMENTS TO TELEPHONES

In the interest of good service, please do not use any devices on telephone equipment except those furnished by the Company. The devices claimed by agents to eliminate noise, to destroy germs, etc., are usually detrimental and interfere with good service.

COMMUNITIES INCLUDED IN THIS DIRECTORY

Adelaida
Arroyo Grande
Atascadero
Avila
Avila Wharf
Baywood Park
Cambria
Camp Roberts
Camp San Luis Obispo
Cayucos
Circle M Ranch
Gorda
Hacienda
Kozy Kove Ranch
Lucia Lodge
Morro Bay
Nipomo
Oceano
Pacific Valley
Parkfield
Paso Robles
Pismo Beach
Port San Luis Wharf
Salmon Creek
San Luis Obispo
San Miguel
San Simeon
Santa Margarita
Shandon
Shell Beach
Templeton
U. S. Lighthouse Station
Willow Springs
Maintenance Camp

PERSONAL TELEPHONE LIST

NAME	TELEPHONE NUMBER

SAN LUIS OBISPO

INCLUDING

AVILA CAMP SAN LUIS OBISPO

The other white section of this directory includes listings of subscribers in the other communities in San Luis Obispo County.

JANUARY 1949

J. E. GOODING, *Manager*

A

Abad Ted r 176 Brook....2609-J
Abbey Roland T r 1206 Murray....3168-W
Abbott Laura r 1110Buchon....748-W
Abel Geo C r 217 N Broad....921-W
Abel K J r 842 Rougeot....1758
Abell Alma r 369 Chorro....1841-W
Ables Roy A r 101 Hwy....10-J-11
Ace Plumbing & Supply Co 1032 Nipomo....2319-M
Acme Quality Paint & Wall Paper Store
862 Monterey....3039
Acosta Mike r French Rd....2955-W
Acousticon of Santa Barbara
Granada Building Santa Barbara
(Toll) Call Long Distance for....Santa Barbara 5949
Adamich Frank J r 1043 Marsh....1454
Adams B C r 554 Kentucky Av....296-M
Adams Francis L r 729 South....2381-J
Adams H B r 567 Mitchell Dr....2397-J
Adams Helen r 964 Chorro....2992
Adams Kenneth r Avila....33-R-3
Adams Lila G Mrs r 1658 Murray....2947-W
Adams Lloyd E r 970 Snta Rosa....1689-W
Adams Oil Co Pismo Rd....417
Adams Thos E r 1320 Nipomo....1040-W
Adams Thornton G r 1133 Palm....2097
Adams Truman E r 191 Beebee....2175-J
Adams W E r 1202Buchon....925-M
Adamski J E r Snta Rosa Pk Homes....1756-R
Adler Chas J r Broad & Islay Rd....2722-M
Adler Frank r 1721 Johnson....586-W
Adler Sam J r 1317 Palm....172
Adler Wholesale Co 1301 Carmel....260
Agar Wm r AdrianceCourt....2871-J
Agee Sylva B r 907 Sandercock....1333-R
Agricultural Conservation Assn 1530Monterey....1378
Ahrendes A H r 1731 Morro....3196-R
Air Express Service Railroad Av....522
Airport of San Luis Obispo County Edna Rd....2977
Albaugh H N r 1205 George....395-R
Albert Adon Albert's Floral Shop 865 Higuera....282
Albert Harry Jr r 311 Grand....1018-M
Albert Richard r 1721 Garden....2394-R
Alberti A r Los Osos Rd....38-J-2
Alberti Henry r Los Osos Rd....31-J-1
Alberti M Mrs r Los Osos Rd....31-J-2
Alberti Norman r Los Osos Rd....30-J-3
Alberti Plinio J r Edna Rd....13-F-3
Alberts' Florist 865 Higuera....282
Albrecht A G r 1961 Slack....1739-J
Albrecht Vallalee L r Foothill Blvd....2469-M
Alderman Eva J r 1050 Pismo....695-J
Alderson John T r 1644 Murray Av....2947-M
Alexander C B r Camp Slo....21-R-3
Alford Ethel M r 421 Dana....2555-J
Allen Carl S r 12 Snta Rosa Pk Homes....1835-R
Allen Gail E r Polyview....1474-M
Allen Geo L r 856 Upham....1017
Allen Harry J r 119 Beebee....2230-W
Allen J B r 1165 Mill....2544-M
Allen J H r 1604 Monterey....825-J
Allen Mitchell W Shadow Arts Studio
Wickenden Bldg....431
Residence 710 Ida....1842-W
Allen R L r 1212 Garden....369-M
Allen S H r Morro Rd....19-R-1
Allen Starlin r 525Caudill....1554-J
Allen Victor r 546 Higuera....1742-M
Allison D L r 211 Hutton....1772-J
Allured Jack W r 546 Higuera....2564-J
Alquist A E r 1405 Broad....3068-R
Al's Brake Service 1175 Monterey....2234
Alva Green's Automotive Trim & Upholstry
1234 Broad....3156-J
Alvarado Genaro r 222 Higuera....1839-M
Amer Legion Recreation Club 977 Higuera....156
Amer National Red Cross San Luis Obispo
Chapter 991 Osos....2630
If no answer call....1760-W
American News Company 783 Marsh....2199
Amer Refrigerating Co 241Pismo....428
Amerige Chas r 480 Leff....2424-W
Amoroso S J Construction Co Poly Campus....2961-W
Amsel R phy & surg 1114 Marsh....710
If no answer call....2990
Amsel R r 191 Kentucky....2990
Anchor Realty Service 1235 Monterey....2979
Anders M L Mrs r 691 Henderson....2862-R
Andersen's Foods Inc 166 Higuera....149-W
If no answer call
Long Distance for....Santa Ynez 251
Anderson Albert J r 1519 Toro....1346-J
Anderson Barber Shop 953 Monterey....1216
Anderson Carmel Mrs r 1792 Conejo Dr....1695-W
Anderson E C r 785 Johnson....1664-J
Anderson E J r 1028 Islay....571-M
Anderson Ernest r 1640Higuera....662-W
Anderson F G r 1345 Broad....247-R
Anderson Gus r 1316 Murray Av....732-W
Anderson H B r 1438 Nipomo....142-W
Anderson Harold J r 522 Dana....2564-R
Anderson Harry D r 546 Mitchell Dr....746-J
Anderson Hotel Beauty Salon 963Monterey....964
Anderson Hotel & Grill Monterey....902
Anderson Howard R r Crandall Wy....194-W
Anderson J K r 281 Hathaway Av....2542-M
Anderson J L r 532 Dana....1375
Anderson J M r 2302 SBroad....1645-W
Anderson J Q Mrs r Edna Rd....6-F-3
Anderson John r 515 Santa Barbara Av....1059-W
Anderson John A r 887 Lincoln....2460
Anderson L W r 1958 Fixlini....954-M
Anderson Leonore E Mrs r 671 Mitchell Dr....2531-J
Anderson Lucy r 1128 Pismo....2604-W
Anderson M E r 447 Pismo....169-W
Anderson Maybelle T r 472 Mitchell Dr....2751-W
Anderson R A r California Blvd....3150-J
Anderson R E Bob rl est 2056 Chorro....3051-W
Anderson R K r 1060 Church....137-J
Anderson Ray W Eagle Poltry Rnch....1682-R
Anderson Vera r 1429 Osos....2296-M
Anderson Walter Mrs r 781 Ida....678
Andrade Jos r Avila....8-R-11
Andre & Andre atty 1130 Garden....44
Andre Geo L Andre & Andre attys 1130 Garden....44
Andre Geo L r 624 Grove....309
Andre Herbert r 415 Dana....1092-J
Andre Joseph r 862 Islay....467-J
Andre Peter R Andre & Andre attys 1130 Garden....44
Andrews Geo H r 1930 Monterey....366-W
Andrews Hotel 901 Osos....317
Dining Room 901 Osos....317
Andrez Edw M r 1340-2d....1220-J
Angellini Jas r 970 Mill....2746-M
Angeloni P J r 547Marsh....1167-J
Angie's Cafe Vachell Ln....2997
Anholm Chris r 486 Lincoln Av....224-W
Anholm Einar r 232 Chorro....1263-W
Anholm Geo r 257 Chorro....538-W
Anholm George John r 669 Left....2949-R
Anita Frocks 758 Higuera....2794
Annabelle Smoke Shop 190Higuera....1927
Anthony Ruth r 861 Johnson....2727-J
Anziani Ceaser r 1003 Buchon....2051-J
Appleton Robert E r 1171 Pismo....2005-J
Aquilana M Mrs r 434 High....2954-J
Arbini Frank r 926 Branch....2081
Archer Hugh J r 1219½ Osos....1242-M
Arizona Cafe 562Higuera....1184
Arland Chevrolet Co 1039 Monterey....1548
Arland G P r 1043 Marsh....1778-R
Armstrong C L r 575 Islay....529-J
Armstrong J W r 220 Branch....1976-J
Armstrong Jas r 550 Snta Rosa....2067-M
Armstrong Jessie Mrs r 835Branch....1546-W
Armstrong Lillian J r 1243 Bond....2959-R
Arndt Edw R r 487D Marsh....2965-R
Arnold H R r 1469 Lizzie....1808-J
Arnold Marvin E r 728Mission....2588-J
Arnot Elizabeth r 1363 Mill....1829-R
Arnson Ethel r 1426 SBroad....952-W
Arnson Margaret E r 1426 S Broad....952-W
Arrowhead & Puritas Water Inc 866 Palm....2063-J
Arsenio & Grundell accts 861 Monterey....729
Arsenio J T Ins 861 Monterey....729
Residence 1042 Foothill Blvd....1559-J
Art-Wood-Crafts 955 Pacific....2410-W
Arundell Paul r 840 Rougeot Pl....2066-J
Arvidson J L r 1504 Palm....2962-M
Arvidson's Ice Cream Parlor 1041 Higuera....3057-J
Ashbaugh Chas V rl est 981 Monterey....2791
Ashbaugh Chas V r Snta Margarita
Call Long Distance for....Snta Margarita 47-Y-15
Ashcraft A E r 297A Branch....821-J
Askew Margaret E r 1307 Mill....775-M
Asmussen D r 1076 Pacific....1204-J
Associated Oil Co distr sta Osos & Marsh....727-W
Associated Oil Serv Sta Marsh&Higuera....1972
Associated Oil Service Station 1108 Monterey....1770-W
Atha W F r 1147Leff....2532
Athearn Robt H r 1343-1st....3025-J
Atkinson E H Farmers Ins Group 1009 Higuera....697
Atkinson E H r 1924 Hope....1014
Atkinson Glenn M r 1942 Murray Av....2161-W
Atkinson Milo Rev r 1059Leff....471-W
Attwood Philip B r 543 Dana....2009-M
Aunker B H r 762 Toro....1192-J
Austin Lawrence Mrs r 1592Higuera....234
Austin Merl r 453 NBroad....1053-W
Austins Confectionery 868 Monterey....86
Auto Club of Southern Calif
District Office 1134 Monterey....1480
Emergency Road Service 1101 Monterey....102
If no answer call....2110-M
Auto Court Store Avila....33-J-1
Automotive Engineering Co 101 Hwy....1974-W
Avenales Cattle Co Avila....2-J-11
Avila Court Avila....16-R-12
Avila Grocery Avila....8-J-1
Avila Henry r 1520 Carmel....1971-W
Avila M F r 1443 Osos....862-J
Avila Manuel Jr r PriceCanyon....15-J-2
Avila School Avila....16-R-2
Avila Taxi Service Avila....8-R-1
Awalt Albert r 1083 George....963-W
Awalt Thos H r 943A Murray Av....527
Awalt W H Mrs r 1218 Nipomo....447-W
Aydelotte Thos r Santa Rosa Park Homes....1129-J
Azevedo John J r 301 N Broad....2173

B

B & B Antiques 1023 Broad....394-W
B & H Drug Store 951 Higuera....530
Babb J E r 389 Santa Barbara Av....2694-J
Babb Kenneth L r 125 King....2062-W
Babcock Chas Granada Hotel 1128 Morro....232
Babcock Dewey r 219 Price....408-R
Babcock Josephine Mrs r 770 Palm....2715-M
Bach Gertrude Mrs r 1845 Broad....2949-J
Bachino D J r 1845 Morro....441
Bachino J M r 752 Mission....1148-R
Bachino P r 669 Palm....1562
Bachino & Stockird Ins 740 Higuera....393
Bagley Mason r 690 Henderson Av....2441-J
Bailar John C r 130 Hutton....1025-M
Bailey Annie L Miss r 1060 Mill....2191-W
Bailey Smith Jr r Baywood Pk....24-J-11
Bakeman Melvin G r 277Pismo....536
Baker Robt r Santa Rosa Park Homes....1058-M
Baker G C r 1370 Broad....2329-R
Baker G Wesley r 680 Brizzolara....1117-R
Baker Mabel Mrs r 1515 Snta Rosa....140-J
Baker Pearl E r 1301 Morro....2560
Baker&Roberts
Store No 1 839Marsh....21
Store No 2 Pacific&Higuera....2466
Superette 496 N Broad....3093
Bakke Max A York & Davis hse mvrs
697 Mitchell Dr....1190-W
Balcom Kenneth r 1351 Mill....3087-M
Baldridge R H r Snta Rosa Pk Homes....1129-W
Baldwin Clara r Yoakum Tract....1620-M
Baldwin Mark D r 1700 Osos....2423
Ball David r 1316-1st....2168-J
Ball Lillian Mrs r 1428Beach....2084-R
Ball Raymond r 685 Caudill....1753-J
Ball Rollin accts 252 Lincoln....3125
Ballesteros M J r 166 Chorro....1529-M
Ballew Edwin G r 1055 Pacific....670-W
Bank of America National Trust & Savings Association
Higuera..146
Banks Elwood H r Snta Rosa Park
Homes No 44....796-M
Banks John L r 1137 Carmel....2217-W
Banks Maudine r 188 Brook....2137-W
Banks Radiator & Battery Repair Shop 1011 Toro..2184
Banks W N r 381Pismo....1558-W
Banks W R r 1335 Carmel....2875-J
Banta M A Sonotone Consltnt 220 Lincoln Av....2642-J
Barba Henry r 2038 Chorro....2730-W
Barber A J r 636 Mitchell Dr....2667-M
Barber Ernest A 1254 Monterey....1850-J
Barcellos F J r 1253 Peach....192-R
Bardin J A r 278 Snta Rosa....1291-M
Bardin Tire Distributor 692 Marsh....1173
Bareuther H R r 738 Higuera....1475-R
Barff Elinor r 795 Church....2889-W
Barker Clifford r 247 Branch....2386-M
Barker Geo W r Avila....33-J-2
Barlogio Chas r 1380 Murray Av....732-J
Barlogio James r 486 Marsh....864-W
Barlow Irvin L r 663Pacific....141
Barneberg Grace r 550 Dana....427-W
Barner H Earle Mrs r 1245Peach....2099-W
Barraza Severino r 760 Morro....459-R
Barre A H r Irish Hills....2-F-21
Barre August r 1276Bond....1150-R
Barre E F r 1218 George....1325-J
Barre Ed Jr r Foothill Blvd....3127-W
Barrena Frank r 1337 Broad....1726-J
Barrett J E r 2350 Johnson Av....1499-J
Barrett Victor G r 237 High....2494-R
Barrios J W r 2490 Lawton Av....1888-M
Barrios Joe r 776 Palm....2636-J
Barrios Louis r 1015 Olive....1296
Barrios M Mrs r 1039 Montalban....1640-W
Barrios R G r Pismo Hwy....240-J
Barrios Rudolph C r 880 Pacific....795-W
Barron Jack r Snta Rosa Pk Homes....1052-W
Barrow W F r 1625½ Palm....2336-R
Barry E W r 1941 Abbott....920-J
Bartholomew J F r Edna Rd....1255-J
Bartlett G E r 2470 Lawton Av....2531-R

Bartlett Mabel Wallace Mrs r 1145 Buchon.....1327-J
Bartola Lou r Edna Rd.....2590-M
Bartron Cassie r 1547 Beach.....753-W
Bass H M r 874 Higuera.....3126-W
Bassett R K r 976 Islay.....3148-W
Bassett Robt K r 1494 Mill.....995-R
Bassetti Jenny C Mrs r 237 Almond.....1019-R
Bassetti Teresina r 795 Lincoln Av.....599-J
Bassi Amelia M r 998Mill.....1247-W
Bassi Louis r PismoRd.....10-J-13
Bassi Margaret E r 1446 Nipomo.....952-J
Bataan Grocery 138 Higuera.....3157
Batchelor Dorothy P r Felton Wy.....2258-W
Bateman Alynette r 2091 Sierra Wy.....3154-W
Bates Jas E Gainsborough Studio 864 Higuera....1541
Batla Victor Vic's Texaco Service 311 Higuera.....1736
Batla Victor r 304½ Higuera.....1830-W
Batty Robt F r 2415 Lawton Av.....1468-W
Baudendistel H R r 743 Buchon.....987-R
Baumann Ben S r 1123 Pismo.....1196
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Baumrucker Don R r 941 Branch.....2294-W
Bavena R A r 360Chorro.....1841-J
Bayless Hildreth P r 1361 Mill.....950-R
Bays Jas D r 158 Rincon Dr.....3149-R
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Baywood Fire Dept Baywood Pk.....26-R-5
Baywood Park Estates ofc Baywood Pk.....26-R-1
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Beath Stanley r 729 Pismo.....2610-W
Beatty E A r Yoakum Tract.....2641-M
Beaubien Helen M r 964 Chorro.....2745-W
Beaugrand Christine Mrs r 652 Morro.....1956-M
Beaute Art Salon 780 Toro.....324
Beaver Mildred r 1341 Oso.....1233-J
Beck Carl G r 611 Park Av.....1077-M
Beck Kenneth S L O County of Surveyor&Engineer
Court House..788
Residence 1352 Higuera.....292
Beck Nels r 1865Monterey.....2393
Becker Feed & Seed Co 210 Calif Blvd.....587
Becker Laura J r 210 California Blvd.....2166-W
Beckwith Geo I r 231Beebee.....2522
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Beechwood Aut-O-Tel 74 Higuera.....911
Beeler W A r 1511 Morro.....179-W
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Bekins Van & Storage Co Agcy 1708 Beach.....19
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Belardez Clemente r 334 Funston Av.....1597-W
Bell Chas r 1645 Hillcrest Pl.....2017-W
Bell Cornelia Kemper 1304 Pacific.....1852
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Bello Francis X r 1504 Santa Rosa.....2787-M
Bello J N Mrs r 679 Monterey.....1280-J
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Bello Louis D r 758 Center.....1651-M
Bello Sporting Goods 886 Monterey.....12
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Bender Herman J r 464 Dana.....413-J
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Benner George r 1900 Fixlini.....1289-J
Bennett A L r 1412 Essex.....2073-W
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Bennett E S r 655Church.....2418-W
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Bennett R E r 132 Harris.....1144-J
Bennion Lyman L r 1010 Peach.....1160-R
Benno Wm H Sportman's Str 869 Higuera.....2520
Benno Wm H r 738 Pacific.....470-M
Beno's men's clthng 1019 Morro.....620
Benson Jas L r 2441 Lawton Av.....2531-W
Bentley H M r 847 Rougeot Pl.....2746-W
Benton A W r 383½ Toro.....3167-J
Benton Jack G r 132 Crandall Wy.....585-M
Bergk Anita J Mrs r 2014 Chorro.....410
Bergman Art Surge Dairy Serv 711 Monterey.....468-J
Bergquist Walter r 853Church.....2779-W
Berkemeyer Charles r 891 Mill.....1087
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Bertolazzi Dina r 540 Buchon.....411-J
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Bettencourt A J r 520 Marsh.....1167-R
Bettencourt Alice R Dr r 571 Marsh.....1898-M
Bettencourt Antone John r Edna Rd.....1765
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Bettiga Cora Mrs r 1275 Murray Av.....1754-R
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Bickell Milton r 1130 Walnut.....409
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Binder A J r 270 Kentucky Av.....2615-W
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Blaine R H r 439MitchellDr.....746-R
Blair Chester r 2321½ Broad.....2509-W
Blair Helen r 1339½ Breck.....1967-M
Blair Jack L r 982 Islay.....1522-W
Blair Jasper r 2060 Hope.....2637-M
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Blair Russell H rms 296 Snta Rosa.....2981
Blake Emmons r 1345 Stafford.....2937-R
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Blaylock Walter r 1602½ Johnson Av.....2218-J
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Blodgett Chas O r 529 Hathway Av.....2064-J
Blodgett Harry E r Rincon Dr&Foothill Blvd.....2761
Blomquist Augusta Mrs r 1516 Mill.....446-W
Bloom Emmett A r 283 Lincoln.....2018-M
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Bolton J C r 515 Mitchell Dr.....2332-J
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Bowen Donald C r 859 Mission.....2786-J
Bower Jessie r 1212 Garden.....2241-W
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Boyce J Earle accountant Bank of America Bldg.....886
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Bray Andrew D r Windward Av.....48-Y-14
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Bridges Larry r 672 Santa Rosa.....1350
Briner E A r 1314 Palm.....2442-R
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Brook Veulah r 860 Osos.....2966-W
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Brown Beriah r 1524 Morro.....2508-R
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Brown G S Mrs r 1418 Marsh.....2363
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Bruce Apartments 956 Swazey.....1966
Bruce Kenneth C r 493 Leff.....1719-M
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Brumet Guy A r 1225 Garden....2661-M
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Brunner Robt A r 420 Foothill Blvd....2580-W
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Bryan Ruth T Mrs r 1043 Marsh....3160-R
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Burkhardt Carl H r 364 Hathway Av....528
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Butts Clair r 368 Toro....1162-R
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Cabot Grace M r 1900 Monterey....2862-J
Cagle Marion r 1215 George....1619-W
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Calamoneri S r 929 Branch....3046-W
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Edgmon A D r Morro Rd....9-F-11
Edith's Cafe 882 Marsh....2650
Edmonds Cecil G r 1710 Morro....2779-M
Edmunson Geo R rl est Sec First Nat Bldg....2255-M
Edrington W T r 662 Kentucky Av....2077-R
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Edwards Warren r 1184 Ella....1325-W
Eggleston Margery r Freemont Ct....1710-J
Egrmayer A R r 1627 Chorro....1197-J
Ehrenpfort Arthur E r 1778 San Luis Dr....2582-J
Eissler Helen R r 520 Caudill....2697-W
Ekegren A A r 530 Grand Av....790-M
Ekholm H P r 1242 Monterey....2050-W
El Camino Bowl 1115 SntaRosa....338
El Camino Liquor Store 960 Monterey....1821
Elder L Ellsworth r 77 Mt Pleasanton Dr....666-W
Elerick Wm G Jr r 654 Osos....120-W
Elite Beauty Salon 1120Morro....601
Elks Club 906 Marsh....322
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Ellars K A r 664 Church....2287-R
Elliot C F r 613 Branch....2291-J
Elliot Everett F r 1521 Osos....2051-R
Elliott R W r 1241 Pismo....222-J
Elliott S L r IrishHills....2-F-5
Elliott Wm r 1135 Buchon....230-J
Ellis Auto Court....8-R-2
Ellis B A r Orcutt Rd....56-W
Ellis Frederick A r 1516 Toro....312-W
Ellis Gerald E r 1318 Murray....296-W
Ellis Gladys P r 1324 Morro....1836
Ellis Leo W r 1153Buchon....784-J
Ellison Marcelline r 1216 Bond....2496-W
Ellsworth B H r 1010 Church....1186-R
Elmer's Cafe 341 Higuera....2921-R
Elmo Theatre Morro....1036
Elsea Lawrence F r 267 Sandercock....2463-R
Elsner R C r 747 Mill....1130-W
Elston Chas r 2050 Hope....2600-W
Emery James L r 1160 Pismo....2205
Emil's Chevron Station Palm & Morro....918-J
Emmons V F Mrs r 971 Church....3196-M
Employment Service Calif State 817 Palm....2010
Emslie James r 843 Upham....2146
Endo Harry r 125 Villa....165-R
Engel Alfred C r 723 Branch....2048-M
Engh Anita Mrs r 454½ Islay....1558-M
Engine House model const supplies 480 Pacific....233-W
Engle Don E r Yoakum Tract....736-J
Engle Melvin r Poly View....1474-R
Engler Martin r 665 Islay....2869-J
Enos John r 784Buchon....2691-W
Epperly Anita r 1512 SantaRosa....1713
Epperly Bernard J r 973 SantaRosa....2865
Eppert T A r Calif Poly Housing Unit....2594-W
Eppert Thos A r 1018 Peach....108
Erbe Warren r 673 Santa Rosa....1243-W
Erdman Wm r 260 Sandercock....649-R
Erhardt Kenneth D r 178 Stenner....2526-R
Erickson J Herman r 1160 Islay....2337
Erickson Lucille r 760 Toro....1270-J
Ericson A O r 673½ Caudill....2704-W
Ericson E Ranch Mkt 90 Higuera....3197-W
Ericson Mary I r Yoakum Tract....2328-W
Ernie's Liquor Store 1256 Monterey....1434-W
Erratchuo Albert r 679 Funston....2509-M
Escabedo John r 188 Brook....2137-J
Escalante C r 1220Beach....360-W
Escalante Joe r 803 Walnut....1766-W
Escobar Jos F r 144 Hutton....314
Escobedo Manuel r 110 Higuera....2955-M
Esplin Wm J r 751 Buchon....1348
Espy Edwin Francis acct Foothill Blvd....1149-W
Essig Frederick M r 1212 Murray Av....3168-J
Estrada Geo r 1346Chorro....1037-W
Estrada John r 628 Woodbridge....932-J
Estrada Rudolph r 1639 Phillips Ln....661
Estrada Wm r 1706Garden....278-J
Ethridge E L r 1269 Murray Av....1052-R
Eto Masaji r Los Osos Rd....28-R-3
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Evans Cecil G rl est 1118 Chorro....63
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Evans D L r 1489 Palm....2023-J
Evans Gerald B Evans Brkrge Co 1118 Chorro....63
Evans Gerald B r 626 Branch....1685-M
Evans Mark M r 1526 Mill....446-M
Evans Paul E r 1175 Murray Av....2356-R
Evans R D r 458 Higuera....2763
Evans Robt C r 551 Hathway....1791-R

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Fabrick F W Dr r 1264 Marsh....2714-J
Faeh C P Mrs r 394 Toro....1513-J
Fair David L Chrysler Plymouth 1330 Monterey....1983
Fair David L r 211 Chorro....2295
Fair L B r 395 Chorro....2617-M
Fairbanks Roy r 1302 Ella....1846-W
Fairbanks Willard S r 222 Almond....1148-W
Fant Walter B r 2305 Broad....2847-W
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Farley John L r 1137 Buchon....368
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Farmer Bros 1531 Monterey....134
Farmer Earl r 1528 Monterey....2864
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Farmer Scott r 1973 Fixlini....2883-R
Farmer's Hardware & Equip Co 581 Higuera....852
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Farrar C T r 1124 Buchon....122-J
Farrar Clint R r Morro Rd....2135-W
Farrar Earl L r 475 Marsh....2260-J
Farris Glenn M San Luis Jantr Serv
650 Grave....3075-W
Farrow A F r 1900 Monterey....2283
Fast Porter E r 425 Branch....556-J
Faucet Elmer r Santa Rosa....3167-M
Faulstich Bros San Luis Brick Wks ofc
2900 S Broad....997
Faulstich Chas R r 804 Meinecke....1648-R
Faulstich Henry D r 674 Church....1156-W
Faulstich J F r 694 Church....972-W
Faunt Le Roy C E Mrs r 1318 Essex....719-J
Fauset E L r Edna Rd....6-F-13
Fauset Leroy A r 568 Mitchell Dr....1136-J
Faustino Geo r Vachell Ln....240-R
Favorite Bakery
Plant 638 Marsh....752
Retail Store Morro & Marsh....1615
Fay Water Co Port San Luis....40-R-12
Fayssoux H C r 1904 Broad....2538-W
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Felis Merle r 219 Cypress....2623-W
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Fellows A M Bert r 390 Hathaway....288-W
Felt John J r 291 Lincoln....2366-R
Feragen Donald r Fremont Court No 7....2242-R
Ferguson A H r 621 Hathway....3193-J
Ferguson E E r 254Branch....1628-R
Ferguson Helen r 906 Rougeot Pl....2072-R
Ferini Guido r 1034 Mill....1504-R
Fernandez John r W High....611-J
Ferrari Mary Mrs r 1534 Osos....859-J
Ferrasci L r 1318 Chorro....795-M
Ferrasci S A r Monterey Hgts....2109-M
Ferre Helena Mrs r 1106 Broad....2131-J
Ferrini Alfred r Osos Rd....1674
Ferrini Angelina M r 1270Palm....959-M
Feuerbacher Richard M r 234 Rincon Dr....1010-W
Field O C r Los Osos Rd....22-R-12
Fields Eddie r 887 Nipomo....3064-J
Fields J C r 770 Alphonso....958-R
Figge H C r 416 Hathway Av....258-J
Figueiredo A C r Avila....37-J-13
Files Ralph r 2069 McCollum....2408-W
Filiponi Mevyn r 1640 Mill....1412-W
Filipponi Alfred r 970 Nipomo....313-M
Filipponi Anita r 1443 Marsh....1031-J
Filipponi Anita r 673 Toro....2657-M
Filipponi Edythe Miss r 1223 Higuera....1093-W
Filipponi Lawrence T r Pismo Rd....7-F-2
Filipponi Robt r 643 Branch....2048-J
Filos Alfred J r 353 Lincoln....486-W
Finch H W r 777Essex....2099-J
Fingal Ralph R r 655 Morro....450-M
Fink Charles S r 2563 Lawton....1494
Finn Geo R r 1491 Palm....1998-R
Finney Edna M r 670 Pismo....345-J
Finney J C r 667 Monterey....1577-W
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Adjustment Bureau Inc 1125 Garden....1968
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Firpo E r 102 Higuera....233-J
First Baptist Church Osos&Pacific....2425
Fiscalini A W r Portuguese Flat Rd....401-J
Fiscalini Chas r 783 Snta Rosa....922-J
Fiscalini John W r Osos Rd....2-F-13
Fischer Berniece F r 1445 Mill....221
Fischer E L r 1713 Garden....2889-M
Fischer Marjorie r 1041 Mill....615-M
Fish M H r 1624 Phillips Ln....750
Fisher Christine Mrs r 104Villa....306-J
Fisher Clyde P r 107 California Blvd....3150-M
Fisher J Bradley r 687 Woodridge....1333-W
Fisher J W r 1319 Marsh....851-W
Fisher John H r 222 N Broad....921-R
Fisher Mary I Mrs r 1144 Palm....690-J
Fitzgerald Bernard r 1305 Pacific....1654-J
Fitzgerald & Harris attys 793 Higuera....3048
Fitzgerald M A r 1568 Higuera....1322-W
Fitzgerald Maurice W rl est 852 Higuera....839
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Fitzpatrick Elsie r 890Buchon....2270
Fitzpatrick J A r 1035 Islay....571-W
Fitzpatrick Jean H r 1042 Olive....771-W
Fitzpatrick John F r 1042 Pacific....540-J
Flack M O r 1530 Santa Rosa....1152-M
Flaherty Ralph C r Foothill Blvd....2251-M
Fleenor H C r 1720 Johnson Av....2218-R
Fleming Geo L r 729 South....3184-W
Fleischmann Geo r 1633 Snta Rosa....768-M
Fletcher Cleaners 709Higuera....2169
Fletcher L C r 972 Buchon....2296-R
Flores A P r 2351 Lawton....866-W
Flores John B Mrs r Felton Wy....3158-J
Flores Leland J r 668 Caudill....3050-J
Flory Andrew F r 1069 George....2444-W
Flory Jas R r 260 Branch....821-W
Floyd Louise Miss r 1124 Pacific....980-W
Fluffy White Diaper Service 2056 Chorro....3051-W
Fluitt A M r 2572 Johnson Av....3082-M
Fluitt Clayton r 2367 Johnson Av....2720-J
Fogarty Mary E r 296 Higuera....342-J
Foge A P r 541 Higuera....1627
Foge Arthur P Jr r 493 Leff....1712-W
Follett C r 989 Murray Av....2039-W
Forbes Chas r 1020 Murray Av....1363
Forbes Rossie R Miss r 1028 Church....1065-W
Forbush Rolland W Mrs r 1478 Mill....1788-M
Forden G E Mrs r 1177 Buchon....3078-R
Forden S M r 89 N Broad....538-M
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Foree D H r 1411½ Marsh....537
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Forster A R r S Broad....3095-R
Forster C R r Edna Rd....932-W
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Foster Geo R r 1521 Palm....888-R
Foster Jessie Mrs r 873 Pacific....1063-J
Foster & Kleiser Co 1234 Buchon....1705-W
Foster Wm A r 1208 Pismo....222-W
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Fowler Claude W r 1348 Monterey....458-J
Fowler Oscar R r 1341 Osos....2518-M
Foxe Chester E r 2845 Broad....3037-W
Fragoso Geo r 878 Walnut....2858-W
Francis Dorothy r 371 N Broad....1351-J
Francis Richard P r 371 NBroad....1351-J
Franklin Ben r 859 Ida....1412-J
Franklin H T r 1922 Fixlini....954-W
Franklin Howard S r 292 Higuera....455
Franklin P O r 676 Pismo....849-J
Franklin Radiator Service 306 Higuera....455
Frank's Cafe 645 Higuera....2158
Frank's Liquor Store 1019 Chorro....1022
Franscioni Warren r 1767 Conejo....3099-W
Fraser Elinor L r 436 Pismo....2875-M
Fraser L A r Plaza Hotel....2741
Fraser V W r 1929 Chorro....569
Frazier Donna G r 443 Islay....2825-W

Frazier Rose N r 894 Meinecke....915
Frazier W M r 1226 Stafford....2868-W
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Miles Station Job Bianchi Ln....3181
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Frederiksen Anker r 542 Islay....1066-M
Frederiksen Wilfred r 1965 Chorro....1826-M
Fredrickson Oscar F r Foothill & Broad....520-R
Fredrickson W W r 1684 Mill....2838-M
Fredriksen H J r 711Branch....708-M
Fredriksen Robt r 143 Cypress....2855-J
Free Frances Mrs r 729 South....2640-W
Freeman Ben F r 1320 Archer....1958-J
Freeman Chas E r 448 Higuera....335
Freeman Elwood H r 680 Leff....2451-J
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Freeman Sign Service 448 Higuera....335
Freeman W A r 1127 Palm....869-W
Freeman's Grocery 2050 Monterey....1625
Freeman's Pastry Shop 850 Higuera....1111
Freemyers R L r 1464 Foothill Blvd....2375-R
Freitas Geo A Bank Exchange 686 Higuera....1195
Freitas L Mrs r Santa Rosa Pk Homes....1883-R
Freitas Rose Mrs r 868 Chorro....2728-R
Fremont Grocery 1214 Peach....2248-R
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French Clinic 1170 Marsh....3135
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French Edison A MD 1170 Marsh....3135
Residence 1326 Higuera....2827
French Geo O MD 1170 Marsh....3135
French Hospital 1170 Marsh....3135
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French W A r 420 Foothill Blvd....1359-W
Fries Donald M Dr chptr 781 Marsh....2004-W
Friesen H M r 2049 McCollum....516-W
Froom J H r 1944 McCollum....2348-W
Frossard Lena C r 1458 Higuera....1295-W
Frowein S H r 1053½ Islay....1404-R
Frye S O r 1324-2d....1777-J
Fryer J M r 1690Hillcrest....2895
Fugate Ronald r Yoakum Tract....2274-W
Fuller Brush Co 525 Branch....2128
Fuller Laurence E r 605 SntaRosa....2516
Fuller Lowell D r 1630Palm....2130
Fullerton E C r 1620 Higuera....3073-J
Funk Ann r 975 Johnson Av....420-J
Funk Frank E SLO County of Purchasing Agent CourtHouse....778
Funk Frank E r 216Chorro....367
Funk Frank W r 1633 Mill....2585-M
Funk J F r 1660 Palm....1717
Funk Wm F r 975 Johnson Av....420-J
Furphy J R r 1608 Morro....2941-R
Furtado Joe R Jr r Edna Rd....15-R-1

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Gabby Book Store 1040 Chorro....867-W
Gabler G H r 1050 Murray Av....673-J
Gaebe L C MD Hagen Treadwell Sherman & Gaebe 1215 Chorro....1782
Residence 234 N Broad....2040
If no answer call....1773
Gaggioni Fred r 120 Cypress....649-M
Gaines Wm E r 129 Santa Barbara Av....2249-W
Gainsborough Studio photos 864 Higuera....1541
Gaither Mark W r Baywood Pk....27-J-11
Galbraith R B r 1121 George....2483
Gale Howard C r 1052George....2222
Gales Shoe Store 860 Higuera....1832
Gallagher & Ochs electrl const Swazey....1274-J
If no answer call....1677
Gallagher Pat r 1301 Monterey....2596-W
Gallegos C B r 1000 South....628-W
Gallo Avalon Mrs r 591 Lawrence Dr....1805-J
Gallock Donald E r 598 Mitchell Dr....866-R
Galloway E C r 144 Stenner....2526-W
Galper Sidney r Foothill Blvd....692-W
Gamboni A r 446 Islay....277-W
Gamboni Fred r Snta Rosa....265-J
Gamboni's Used Furniture 866Palm....2765-W
Gandy L C r 1105 George....2574
Gaoiran Remy r Los Osos....28-R-11
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Garavaglia Elda L r Los Osos Rd....30-R-2
Garay Rosario r Orcutt Rd....5-J-12
Garcia Edw r 457 Buchon....753-J
Garcia Frank A r Flora....1499-W
Garcia Helen r 1503 Beach....2395-J
Garcia M r Avila....32-R-1
Garcia M r 100 Grand Av....516-J
Garcia Manuel S r Orcutt Rd....4-J-3
Garcia Margaret r 1429 Osos....2296-W
Gardner Duncan R r Snta Rosa Park Homes....2608-J
Garity Kenny r 2572 Lawton....2597-J
Garland George F r 295 Snta Rosa....1291-R
Garland Henry r 960 Pismo....850-W
Garland L A r 1224 Stafford....38-W
Garlinger H D r 1914 Chorro....2229-J
Garman Don G r 869 Nipomo....306-R
Garner Amelia R r 2517 Broad....139
Garner J T Sr Mrs r 636 Hathaway Av....879-W
Garner Raymond J r 863Chorro....2611-W
Garrett Banning r 17 Mt Pleasanton Dr....2028
Garrett F L r 1126 Pismo....1013-J
Garrett Motors
Sales Office 1219 Monterey....2476
Garrett Ray P r 1780 Conejo....2026-J
Garrigus Lenora r 674 Toro....1992-W
Garter Morris G r 105 Crandall Wy....713-R
Garzoli F J r 687 Islay....945-W
Gaskell W M r 625 Funston Av....2616-W
Gaskin W H r 462 Snta Rosa....577-J
Gates Charles V r 1738 Johnson Av....2008
Gates Jas D r 1020 Peach....1108-M
Gaustad John r Murray Av....329-J
Gazin Albert MD 1301 Chorro....2409
Residence 485 Pacific....2748-W
Gearing A R Mrs r 578 Mitchell Dr....1293-W
Gearing Roy A r 1021 Murray Av....2676-R
Gehring Frank A r 1526 Garden....828
Gelber Sam r 230 Higuera....2053-R
Gemberling Homer B r 1344 Palm....2943-W
Gemetti Della r 665 Marsh....2935-R
Genardini Dan S r 303 Lawrence Dr....2780
Genardini's Mens Wear 779 Higuera....1362
General Adjustment Bureau Inc 1125 Garden....1968
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General Farm Supply Co 200 Higuera....253
General Hospital Johnson Av....1500
General Petroleum Corp of Calif
Plant&General Office
FoothillBlvd&CaliforniaBlvd....1880
George DeLoame Jr r 175 High....2053-J
George's Station & Equipment S Hwy....2398
German Geo O r 1941 Abbott....1485-R
German L D r 24 Santa Rosa Pk....1883-M
Germann Ralph r 1259B Palm....928-W
Gerrie H V Mrs r 769 Snta Rosa....1110-J
Gerrie Stan L r 1312 Broad....2799-R
Gerrish H C r 610 Brizzolara....2591-M
Gianolini A Mrs r 742Center....2224-W
Gianolini Wm r Los Osos Rd....29-R-2
Gibbons Albert r 1320 Snta Rosa....178-J
Gibbons Thos r Santa Rosa Pk Homes....1883-J
Gibbs R E Mrs r 870 Mill....2728-J
Gibbs Verne V r 1332Carmel....2828-W
Gibson A C r 649 Pismo....119-W
Gibson F r 1202 Mill....1642-M
Gibson J C r 1236 Chorro....2840-M
Gibson Lester H r 1306 Nipomo....849-R
Gibson Wm H r 172 High....2053-W
Gifford Jas r 2311 Lawton....2238
Gift Nook 1120Chorro....2826
Gilardi Henry r 1103 Essex....833-W
Gill A A r 436 Pismo....1557-J
Gill Annette S r 515 N Broad....1564-M
Gill Harley r 1223 George....2373
Gill Howard r 1421 Osos....2621-W
Gill John H r 1035 Leff....370-R
Gillen F B r 466Pacific....1307-M
Gillen Ray r 1141 Pacific....2604-J
Gilliam R L Mrs r Avila....2-J-21
Gillihan F H r 2091 Sierra Wy....3154-W
Gillis Esther C r 667 Monterey....1178-W

Gillis F H r 226 Price....1393-M
Gillis Jas C r 243 Harris....1687-R
Gillogly Wm E r Camp Sn Luis Obispo....21-J-2
Gilman R D r 115 Stenner....1369
Gilmore R H r 960 Toro....991
Gilmore W W r Foothill Blvd....1172-W
Giltner F L r Baywood Park....25-R-2
Gingg George J r 532 Pacific....343
Gingg Herman J r 1721 Snta Rosa....768-W
Ginkel Herbert r 1461 Higuera....1007-W
Ginn M B Mrs r 1582 Higuera....1666-J
Giorgi V r 1319Pacific....2832-J
Giovanotti Rose Mrs r 1137 Peach....552-W
Gist Fred L ins 1035 Chorro....858
Gist Fred L r 1501 Mill....2585-W
Gist Marie J r 1307 Mill....950-M
Giubbini Arthur E r 397 N Broad....1306
Giumini Cesare r Snta Fe Rd....3-J-2
Giumini E r Edna Rd....11-R-2
Gladin Vernie r 1814Nipomo....2419
Gladys Beauty Salon 1322 Morro....1836
Glaser Bros wholesale tobaccos 735 Marsh....1600
Glasgow F B r 1304 SantaRosa....1699-J
Gleason David r 1227 Stafford....2726-J
Glenn A E r Avila....9-J-1
Glenn H L r Avila....33-J-11
Glikbarg R E r Rafael Wy....520-J
Glover E C r 1460 Foothill Blvd....2973-W
Gnesa D W Mrs r 918 Meinecke....2132
Gnesa Jas A r 655 Toro....2064-W
Gnesa L E r Los Osos Rd....31-R-1
Gnesa Mary Jane r 1170 Islay....1607-W
Godfrey A G r Poly Crest Trailer No 94....1874-W
Godfrey Arthur J r 230 Kentucky Av....1447-W
Godfrey C F Mrs r 1526 Mill....446-M
Goessi Francis r 2427 Lawton....1293-J
Goetsch Carl Jr r Edna Rd....3-J-1
Goettsche W H r 1544 Broad....743-W
Gold Dragon 985 Monterey....803
Gold Room 897Monterey....1324
Golden State Co Ltd dairy products 570Higuera....181
Golden State Hotel 1109 Morro....175
Golden West Restaurant 676 Higuera....3027-J
Gomes Raymond r 222 Higuera....2053-R
Gomez Raymond r 907 Sandercock....971-M
Gonzales Louise r 365 Snta Barbara Av....1008-M
Good Aletha r 764 Santa Rosa....2041-J
Goodchild Cecil Wray r See Canyon....18-R-1
Goodell Robt W r 1453 Lizzie....2718
Gooding J E Pac.Tel&Tel Co The 968 Monterey....2000
Residence 1719 Fixtini....298
Goodnight Charles dntst 846 Higuera....582
Goodnow Robert R r 1403 Archer....2411-W
Goold Edwin O r 1512 Mill....280-W
Gooss Harry L r 2205 Johnson Av....1768-M
Goranson Adolph r 544 Pacific....25
Goranson Geo A r 937 Murray Av....2766-M
Gorham Dan r 281 Snta Rosa....2689-M
Gorham H A r 1220 Frederick....1447-J
Gossett A O State Div of Forestry Morro Rd....513
Residence Morro Rd....1843
Gottfried Jos B r 460 N Broad....386
Grace Tabernacle Osos&Pismo....976
Gracia Frank r 1264 Foothill Blvd....585-R
Gracia John r 374 Broad....1466-W
Graff L B Mrs r 103 California Blvd....1320-W
Grafford Jim r 1537 Beach....2589-J
Gragg L A r 643 Hathway....1108-W
Gragg R E r 1309 Pismo....816-R
Gragg's Jwlry 1023 Osos....1661
Graham J J r 354 Buchon....2261
Graham M J r 528 Higuera....2025-W
Graham N L r Snta Rosa Pk Homes....1058-W
Gramespacher Ernest r 112 N Broad....1585
Granada Hotel 1128 Morro....232
Grandview Motel 2074 Monterey....1451
Grange Hall S Broad....639
Grant R E r 937B Murray....1995-J
Graulich Jos A r Avila Rd....10-J-12
Graulich Loraine r 734 Pacific....813-J
Graves C E r Los Osos Rd....31-J-12
Graves Emma L Mrs r 1166 Pismo....1013-W
Graves L S r 1167 Marsh....1752-W
Gray Cab Co 960 Higuera....845
Gray Donald r Santa Rosa Park Homes....612-M
Gray F E r 797 Pismo....1876-M
Gray G E r 1311 Pismo....2216-J
Gray Glenn r 133 Rincon Dr....2110-M
Gray H E r 1251 Fredrick....1760-R
Gray Harold W r 1740 Frederick....2106-M
Gray Jack R r 580Pacific....1047
Gray N W r 2783 Broad....2847-J
Gray Stanton r 133 Orange Dr....185-M
Graziani Dora M r 676 Islay....2395-W
Greeley J V r 1406 Morro....2022-R
Green Abram B r 1118 Palm....658
Green Alva Automotive Trim & Upholstery 1234 Broad....3156-J
Green Alva J Calif Western States Life 1042 Palm....938
Green Bros clothing 871 Monterey....724
Green Bus Service 692 Marsh....1173
Green H E r 1256 Higuera....1154-J
Green J A r 649 Church....2418-R
Green J L r 650Graves....2307-M
Green Joe Mrs r 1042 Palm....938
Green Kenneth J r 356 Snta Rosa....539-M
Green M r 1122 Monterey....503-J
Greenall Edw r 567 Hathway Av....774-W
Greene T H r 888 Church....3196-J
Greenelsh J A r 1306-1st....2934
Greenelsh Vern r 1045 Leff....983-W
Greenelsh Wm C r 717 Monterey....468-W
Greenelsh Wm L r California Blvd....1806-J
Greenfield Harvey W r 1427 Broad....2478-J
Greening Wm C r 1016 George....1749-W
Greening Wm C r 54 N Broad....1847-J
Greenwell Mary H r 225 Beebee....217-R
Gregory W D r 645 Funston....1518-J
Greiler Jos r 215 Almond....1148-M
Greyhound Bus Depot Pac Greyhound Lines 1009 Monterey....24
Greyhound Interstate Restaurant 1015 Monterey....1086
Gridley Rose M r 2520 Gail Pl....2597-R
Griffin Lawrence r 1060 Pacific....540-W
Griffis David A Mrs r 1120 Walnut....1389
Griffith F G Jr r Vetville No 50....2144-J
Griffiths Edw r Los Osos Rd....36-J-12
Griggs R E r 860 Foothill Blvd....2824
Grimes C R San Luis Sterilization & Mattress Co Buchon & High....405
Grisingher Clifford L r 844 Venable....979-M
Groth Edw T r San Miguel....37-J-2
Grotzke W L r 49 Vetville....2223-R
Grove E G r 867 Leff....2607-W
Grove Wm r 672 Howard....204-J
Grundell Herbert C atty Court House....1683
Residence Sn Miguel Av....509
Guarantee Building-Loan Assn 1127 Garden....362
Guenther Wm r 639Leff....529-R
Guerra Edwin A r 391 Chorro....1555-M
Guerra Valente r 64 Mt Pleasanton....1754-M
Guidetti Lawrence r Edna Rd....11-J-11
Gularte John r 481 Buchon....1091-R
Gularte M V r Los Osos Rd....29-R-12
Gularte Rony R r 527 Higuera....331-W
Gumbert David r 1136 Walnut....1989-J
Gunter A E Rev r 1744 Garden....2335-W
Gunter J R r See Canyon....18-R-3
Gushing G A r 1680 Hillcrest....2956-W
Gustafson Oscar r 236 Grand Av....1622-J
Guthrie J P r 1626 Osos....3122-W
Guyer Dorothy Mrs r 409 Mitchell Dr....1518-M
Guzzie John r 67 Mt Pleasanton....1869-M

H

Hacker Lillian Mrs r 472 N Broad....2472-J
Haden K Co 678 Marsh....3081-W
Haden K E r 1189Buchon....312-M
Hagen Horace MD Hagen Treadwell Sherman & Gaebe 1215 Chorro....1782
Residence 1766 Corralitos....1773
If no answer call....2241-M
Hagen Treadwell Sherman & Gaebe phy & surg 1215 Chorro....1782
Haile John R r Ramona Dr....1861-R
Hale D G r 330 Pismo....1123-M
Hale Lucille r 1341 Osos....2518-R

Haley B r 297 Chorro....613-W
Hall Dink r 1991 Murray....2441-R
Hall E C r 242 Rincon Dr....2233-M
Hall Edna R r 1185 Pismo....674-J
Hall Perry T r 1348 Monterey....1848
Hall Richard E r 893 Mission....2253-M
Hall Richard L r 235Price....1719-W
Hall Wm O tax consltnt 1135 Chorro....2114
Hall Wm O r 1436 Essex....1623
Halpin Catherine F r 535 Islay....2569-R
Halpin M C Mrs r Cuesta Grade....12-J-3
Halter Lloyd r 611High....1650-R
Hambly Olga A r 880 Pacific....641-W
Hamburger Haven restrnt 1126 Snta Rosa....1343-J
Hamilton A A r Yoakum Tr....1668-R
Hamilton Bruce r Yoakum Tr....1620-W
Hamilton J Clair r 1627 Snta Rosa....2371
Hamilton J E sewng machines 718 Higuera....49
Hamilton J E r Ferrini Rd....2472-R
Hamilton & Mazza General Petroleum Service Station 600 Marsh....1963
Hamilton Rea Knit & Art Shop 718 Higuera....49
Hamlin G H r 1868 Corralitos....2848-J
Hamlin R P Calif State of Div of Highways Equip Dept 50 Higuera....844
Hamlin Robert P r 936 Murray....1723-W
Hammett T A r 1234 Morro....1063-R
Hammitt L E r 160 Poly Vw Homes....1630-R
Hammond W H Col r 209 Longview Ln....2959-W
Hampl Jos C r 519Brizzolara....2672-R
Hampton Front r Chorro Rd....1168-W
Hampton Geo V r 633Palm....2277-J
Hand Anna M Mrs r 1845 Broad....2949-J
Handy John R r 1812 Garden....3097-W
Hanger Irving S Jr r 1000 South....628-R
Hankerson R R r 1737 Chorro....1410-R
Hanna John W r 1269 Stafford....2726-R
Hanrahan I J r 743Pacific....548-W
Hanrahan Mary E r 1336Chorro....1876-W
Hanrahan T J Jr Mrs r 1193 Pismo....567
Hansen Alice R Mrs r 248 Hathway Av....2207-J
Hansen Anna r 676Monterey....1012-J
Hansen Carrie Miss r 1628 Mill....2467-M
Hansen E N r 1331 Pacific....269-W
Hansen Earl E r 1029 Walnut....1710-R
Hansen Gladys Mrs r 1117Palm....869-M
Hansen Grant r 519 Sandercock....591-J
Hansen Gus body & fendr wrks 1331 Walker....195
Hansen Imogene r 1429 Osos....1914-W
Hansen Ivy C r 755 Chorro....2715-W
Hansen John r 887 Islay....693-W
Hansen John B r French Rd....2227-M
Hansen L C r 413 High....2252-W
Hansen Mat r 1203 Buchon....122-R
Hansen Meta Mrs r 1329 Broad....720-J
Hansen P F r 1221 Nipomo....1109-W
Hansen Vera Mrs r 1126Mill....2226-W
Hansen Vernon r Morro....13-J-3
Hanshew C E r 1251 Fredrick....3091-J
Hanson Carl T r 695 Howard....2874-W
Hanson Evelyn H r 654 Buchon....1613
Hanson Fred L r 1418 Morro....2022-J
Hanson O H r 526Kentucky....258-W
Harbor Inn Avila....8-J-2
Harden F Sheldon r 1290 Frederick....1138-M
Hardie Angus W r 1147 Buchon....784-W
Hardie D R r 586Henderson....541-R
Hardison E Mrs r 981Buchon....1828-W
Harling Hugh r 671 Pacific....553-M
Harmony Valley Creamery Association 991 Nipomo....1700
Harnack John L r 1720 Johnson....1938-W
Harner Jack r 443½ Buchon....753-M
Harrell Wayne r Avila....16-J-12
Harrington Edw F r 1530Beach....2204-W
Harrington Frank r Los Osos Rd....31-R-11
Harrington Saddlery 1009 Chorro....152-W
Harris Alice E Mrs r 195 Brooks....2929-R
Harris Frances K Mrs r 868 Islay....2821-W
Harris Music Company 995 Higuera....3024-J
Harris Neville E r 770 Islay....2387-R
Harris Richard F Fitzgerald & Harris attys 793 Higuera....3048
Harris Richard F r Conejo....1696
Harris Thelma r 888 Church....2563-W
Harrison L H r 719 High....934-W
Hart A r 1335Morro....83-M
Hart Frederick J Rev Presbyterian Church 981 Marsh....1437
Hart Frederick J Rev r 915 Murray....598-W
Hart H M Auto Ct Str Avila....33-J-1
Hart W N r 1628 Monterey....1769-R
Hartley Jos R r 767 Monterey....125
Hartzell Luella r 1141C Pacific....1225-W
Hartzler Eugene O r Osos Rd....30-R-11
Hasenkamp B L r 32 Mt Pleasanton Dr....2987-R
Haskins Alfred r 515 Lawrence Dr....3095-J
Haskins Harry E r 1508 Mill....280-J
Hathaway W J r 1253 Pismo....762-W
Hathway Anita M r 546 Ellen Wy....1989-W
Hathway Cam r 983 Chorro....66-W
Hathway H C r 1346 1st....1664-W
Hathway M C Jr r 1428 Peach....3065-M
Hathway Murray C sheriff Court House....2850
Hathway Murray C r 2105 Johnson Av....1734
Haugh Margaret r 1162 Walnut....2567-M
Hawkins Bernard S r 864 Venable....1704-J
Hawkins C L r 968 Swazey....2065-J
Hawkins L S Mrs r 1447 Marsh....1667-W
Hawks Roy r 1520Higuera....1796-W
Hayes I V r 530 Buchon....2395-R
Hayes John r 622 Brizzolara....2591-W
Hayes Kenneth F r 1690 Mill....2208-W
Haynes A P r Orcutt Rd....56-M
Haynes Billy r Edna Rd....2829-J
Haynes Wm L r Orcutt Rd....1596-R
Haynie C D r 468 Islay....1971-J
Hazel's Pet House 1629 Johnson Av....962-W
Health Department 1009Morro....2982
Hebrard Alvin r Pismo Hwy....17-J-3
Hecker Fred W r 1278 2d....2121
Heddy Chas r Edna Rd....2829-M
Hedrick Andrew B r 1067 Buchon....1584-J
Hedrick J D r Vachell Ln....14-R-2
Heidorn R r 1417 Marsh....290-J
Heidorn R E r 673 Buchon....686-M
Heim Harry r 781 Marsh....2013-R
Heinzen L F r 739 High....3198-J
Heiple Louise Mrs r 736 Buchon....299-W
Heisel Hans r 1353Pacific....882-W
Hemme Earl C r Old Morro Rd....780-J
Hemstreet Don L r 563 Brizzolara....2591-R
Hemstreet Harris r 537Brizzolara....306-W
Hemstreet John P Dennis Transfer 1824Nipomo....355
Hemstreet R W r 641 Leff....3183-W
Henderson Albert E Jr r 573 N Broad....605-J
Henderson Alva E r 874Pismo....1815-M
Henderson H G Mrs r 468 Leff....2387-J
Henderson L W r Foothill Blvd....2436-J
Henderson Max r 1212 Garden....2661-R
Henderson Velma C r 874 Pismo....1815-M
Henkel Chas L r 105 Crandall Wy....2101-W
Henning I W r 480 Leff....2634-W
Hennings Lettie The Palms gift shop 676 Monterey....1655-W
Hennings Lettie E r 762 Higuera....3121-M
Henry Geo B r 729 Francis....728
Henry W F r 1055 Ida....1998-J
Henry's Upholstery 572 Islay....3155-W
Hensey G E r 1190 Pismo....2272-W
Hensley J C r Edna Rd....289-R
Herbert J W r 1690 Sn Luis Dr....2536-J
Herman Albert G r 1134 Mill....706-M
Hernandez Mike r Arroyo Grande Crk Rd....17-F-3
Herrera A C r 471 Osos....1435-M
Herrera Baldo r 1565 Peach....905-W
Herrera Manuel Y r 1360 Monterey....420-W
Herrera Refugio Miss r 1166 Palm....1231-J
Herriman F r 1730 Johnson Av....2883-W
Herriman F W r 327 High....1922-W
Hershberger W P r Cuesta Grade....12-R-1
Hess Fred C r 1956 McCollum....2106-J
Hewitt Elsie r 888 Chorro....2034-R
Hewlett E S r 101 Hwy....10-R-12
Hewlett Joan La Von r 101 Hwy....10-R-12
Heyd L R r 614Monterey....1605-W
Heydenfeldt I O r 533 Hathway....727-R
Hickenbottom C E r 841 Venable....1824-J
Hickenbottom J Earle r 1530 Monterey....2448

Hickenbottom J F r 1035 Buchon....1693
Hickenbottom R E r 1621 Chorro....1197-R
Hickenbottom Steve A Jr r 571 Buchon....3061-W
Hickenbottom's 745 Higuera....609
High Leo O r 1468 Foothill Blvd....2375-W
Highum Orvie r 183 Poly Vw Homes....3058-M
Highway Garage 101 Hwy....1042-R
Highway Patrol Calif 307 Higuera....218
If no answer call....31
Higuera Henry r W High....429-W
Higuera Joe r 186 Brook....1629-J
Hildenbrand Amelia Mrs r 504Hathway....1281-J
Hildenbrand M A r 552 Leff....1425-M
Hildenbrand Myrtle r 134 Story....1546-M
Hildenbrand W L r Foothill Blvd....2251-R
Hill B J r 172 Orange Dr....1118-W
Hill Clara O r 871 Islay....646-W
Hill Earl J r 1269Peach....1727
Hill Florence Mrs r 1106 Pacific....980-J
Hill J C sporting gds 1037 Chorro....466
Hill Jennie E Mrs r 1445 Broad....460
Hill L L r 230 Hathway Av....1455
Hill Rose Mary r 1140½ Upham....2444-J
Hillard Gene r 902Peach....1226-M
Hilliard Roy L r 2487 Johnson Av....2546-R
Hillis Candy Creamery 785Higuera....483
Hillis Leslie r Foothill Blvd....2046-J
Hillman Alice B r 274 Chorro....2628-R
Hill's Offset Printing Co 1131 Chorro....1727
Hill's Stationery Store 1127 Chorro....1403
Hiltel Theodore r 959 Murray Av....281-W
Hinant Paul r 1055 Pacific....294-M
Hinchee L L r 1235 Upham....1409-R
Hindman Paul V r 1005 Islay....2267-W
Hines Gordon 881 Morro....2360-J
Hines Gordon Mrs r 1080 Grove....2844-W
Hines W D r 1150Peach....1250-W
Hinnen H M r Snta Rosa Pk Homes....796-R
Hinote W B r 307 Lawrence Dr....1572-J
Hinote Wm B Camera Shop 1036Chorro....1748
Hirsch Frieda r 1234 George....1592-R
Hirschler Bessie M r 1117 Marsh....1561-R
Hirschler H W r 2647Chandler....1254-R
Hirschler Ray r 271 Branch....1628-M
Hischier T A r 670 Woodbridge....2239-J
Hitch Howard r 1174 Ella....395-W
Hitchcock Henry r 1227 Chorro....2420-J
Hix Pat Mrs r 1346 Morro....1854-W
Hobbs Connie M r Camp Slo Bldg 630....21-J-3
Hobbs I Frank r 1542 Osos....574-J
Hobbs J O r 737 Church....2394-J
Hoddinott Gerald r 1122 Ida....3073-W
Hoddinott Helen F r 1157 Leff....1132
Hoddinott Margaret r 1122 Ida....3073-W
Hodgin Geo M r 460 Kentucky Av....2970-M
Hodgson D N r 1151 Montalban....1162-J
Hoerntlein Jack r 348 Lincoln....95
Hoey Mabel E r 1723Garden....2655-M
Hoff Arnold r 681 Leff....2006-M
Hoffecker Chas V r 95 N Broad....348
Hoffman Emily r 249 Sandercock....2403-R
Hogan C R r 864 Monterey....3193-M
Hogan John P r 411Branch....1658-J
Hohman Walter J r 1423 Garden....3023-W
Holcomb C J r 501 Kentucky Av....2937-J
Holcomb J B r 497 Islay....1743-J
Holden D E Mrs r 921 Sandercock....1075-W
Holdredge Wm Decker archt 1641 Mill....29
Holdsworth Ida Mrs r 408 Toro....771-J
Holland H F r 676 Toro....2196
Holland Sam J r 732 Pacific....470-J
Hollie Robbie r 767½ Chorro....2031-R
Hollinger K C r 146 Stenner....2256-J
Hollings R B r 1804 Chorro....1817
Hollister Hubbard r 1361 Higuera....1328-W
Hollister W M r 58MtPleasanton....767
Holiman Oscar Mrs r 1007 Chorro....3121-R
Holloway Andrew r 1801 Johnson Av....2353-J
Holloway Lenora r 578 Buchon....142-J
Holman C B r 1224 Morro....1873-M
Holman H J r 345 High....1393-R
Holmberg C G r 1525 Essex....2664
Holmes Chas r 1255 Marsh....2320-W
Holmes Esther Lathrop r 743 Monterey....1475-J
Holmes Jonnie r 1130 Leff....1124
Holmes Milton r 370 Kentucky....1760-W
Holmes S r 178 Higuera....1958-R
Holmes Wm W r 527 Higuera....1304-W
Holt Frank C r 136 Beebee....2603-M
Holt Jorgen r 234Rafael....1229
Holt W A r 353 Pismo....1408
Holzinger H M r 778 Snta Rosa....996-W
Home Dairy Co The 570 Higuera....181
Home Laundry Co 1323 Morro....70
Homstad O r 506 Caudill....1468-M
Honnert E P r 388Chorro....1311-J
Hooley Alice M r 581 Lawrence Dr....2961-J
Hoover Bros Flying Service Edna Rd....2977
Hoover Elmer F r 1837Johnson....2820
Hoover Iva L Mrs r 1042 Foothill Blvd....2170-W
Hoover J C r Avila Rd....7-F-22
Hoover Robt F r 777 Lincoln....3077-W
Hoover Roy W r Yoakum Tr....2641-J
Hopkins C R r 695 Snta Rosa....2077-M
Hopkins Paul R r 481 Pacific....1582-M
Hopkins W E r Baywood Pk....24-R-2
Horen P F r 1341 Osos....294-R
Horn Charlotte r 2530 Lawton....906-R
Horn Oliver r 645 Henderson Av....541-M
Horn Raymond F r 1042 Pacific....2682-R
Horn Shannon r 1518Chorro....2054
Hornor Dave electrolux serv 1290 Murray Av....2462-J
Horton E L r 662 Osos....2858-J
Hosford T C r 2203Johnson....1536-W
Hotchkin D H r 779 Buchon....1239-W
Hotel Drug Store Anderson Hotel Bldg....35
Hotel Park 1815 Osos....792
Hotel San Luis 697 Higuera....1917
Hotel Wineman Higuera....1800
Hougham Jack T r Osos Rd....2960-W
Hourihan J R r 1808 Abbott....2307-R
House of Charm Wests 1226 Osos....3080
House Evelyn r 117 Rincon Dr....3149-M
House Henry r 297 Santa Rosa....3045-R
Howard Bess Mrs r 1151Buchon....784-R
Howard Mary Jean r 321 Snta Barbara Av....2893-W
Howe Agnes r 2171 Sierra Wy....2546-J
Howell R P r 479 Pismo....169-J
Howell W S r 656 Toro....347-J
Howerd Albert r 986 Walnut....2586-M
Howes Wilbur B r 2020 Hope....1524-R
Howie's Auto Court 652 Morro....2297-J
Hoxsie R C r 1640 Phillips Lane....1788-W
Hoyt Lyle S r 929 Murray....494-J
Hubbard R W r 990 Mill....3055-R
Hubbard S A Mrs r 483 Pacific....2537-J
Hudgens G F r 1126 Chorro....1383
Hudgens L H r 1223 Chorro....2340-J
Hudson Geo S r 1429 Osos....1125-R
Hudtloff Jos L r 465½ Pacific....1803-R
Huffman H G r 303High....454-R
Huffman T J r 2320Lawton....2332-M
Hughes Ben r 1890 Hayes....2348-M
Hughes Eddie r Bldg C-5-8 Camp Slo....21-R-1
Hughes Jas H r Edna Rd....819-J
Hughes L F r 1251 Frederick....1760-M
Hughes Reba W r 2277 Johnson Av....505
Hughes W C r 937A Murray Av....2736
Hughston B B r 1645Broad....1456
Hulbush Wm R Dr r 865 Morro....3189-W
Hull Arvel r 671 Toro....1710-W
Hull Levi r 449 Snta Barbara Av....2369-W
Hull Pearl C Mrs r 883 Nipomo....55
Hull Ray r 1015 Ella....1749-M
Hummel Anna Mrs r Irish Hills....2-F-2
Humphrey Bernard J r 1155 Murray....1580-J
Hunsaker Anna L Mrs r 1525 Beach....1509-R
Hunsaker C P r 641 Buchon....1191-M
Hunt Myron E r 1219 Bond....185-R
Hunt Patricia Mrs r 1634½ Osos....2293-M
Hunt T A r 1821 Morro....2886-J
Hunter Estelle B r 899 Mt View....1824-W
Hunter Geo r Camp Sn Luis Obispo....20-J-11
Hunter Jewel r 423 High....2620-W
Hunziker Eldon E r 275 High....2825-J
Hurd Eva D r 1611 Garden....2148-M
Hurd H N Rev r 1119 Marsh....1838-M
Hurley John r 654 N Broad....2499-M

Hurst Fred J r 968 Leff....2249-R
Hurt Wm H r 1151 Beach....552-J
Husted Don W Anchor Rlty Serv 1235 Monterey...2979
Husted Don W Rev Calvary Baptist Church 1118 Buchon....1547
Hutchings Gilbert A r 1924 Hays....1430-W
Hutchison J R r 2030Fixlini....160-J
Hutchison J R r 2030 Fixlini....160-J
Huyette F C r 1727 Corralitos Av....1697-R
Hyer John J r 473 Pacific....1582-W
Hymoller Hans P r 1238Nipomo....2243

I

I D E S Hall Assn Mill....1373-W
I O O F Hall 520 Dana....168
Imel Frank r Orcutt Rd....5-R-2
Imhoff Elmer J Snta Rosa Pk Homes....1498-J
Imhoof L B r Snta Rosa Park Homes....2068-M
Industrial Finishing Co French Rd & 101 Freeway....1407
Infantile Paralysis Foundation 1302 Marsh....566
Inman Wm P r 1344 Mill....2168-W
International Assn of Machinist Loc 1166 Old Morro Rd....780-J
Interstate Restaurant 1015 Monterey....1086
Ioppini J P r 220 Story....3046-M
Irelan W L r 1337Pismo....816-J
Irene's Beauty Salon 1129Chorro....810
Irvin James F Metropolitan Life Ins Co 1042 Pismo..734
Irvine A r 1825 Monterey....267-J
Isola Frank r 846 Mill....2611-J
Isola George A r 777 Chorro....120-R
Isola Louis r 850 Mill....2715-J
Isom M L r 1132 Chorro....2359-W
Iversen Howard L r 1535 Higuera....1049-W

J

J C Grill 1057 Monterey....2922
J & M Liquor Store 1118 Morro....1458
J V Moan Co 729 South....2104
Jack R E Mrs r 536 Marsh....457
Jackman's Custom Upholstery 780 Pacific....2299-W
Jackson Eugene r 646Caudill....1877-W
Jackson Frank S r 729 South....2640-R
Jackson L G r 952 Rachel....2523-J
Jackson Myrtle r 254 Branch....1628-R
Jackson P S r 1901 Murray....2161-M
Jackson Paul K Mrs r 790 Islay....822
Jackson R L r Broad....2437-R
Jackson Walter E r 1820Broad....2103-W
Jackson Wm L r 673 Snta Rosa....1493-J
Jackson Yvonne r 314 Beebee....359-R
Jackson's Country Club Pismo Hwy....10-J-2
Jacobs Harold K r 2653 Victoria Av....2757-R
Jacobsen Frances C r 220 Beebee....556-R
Jacobson C M Mrs Valley Electric Co 851 Higuera...264
Residence 821 Murray....1423
Jacobson N M r 473 Chorro....599-R
Jaeger H R r 1265Mill....1436-J
Jaeger Lester R r 1419 Osos....2621-J
James Anna R Mrs r 2171 Sierra Wy....2546-J
James J C r 961 Snta Rosa....650-W
James Olga Ann r 516 Sandercock....1774-J
James Ralph r 880 Upham....564-M
Jano Earl L r 1124 Mill....1205-J
Janssen Henry r 370 Islay....495-J
Jaracz Donna r 1153½ Islay....986-W
Jarnagin W R r 362Buchon....2431-W
Jay Tomie r 1040 Islay....2645-J
Jean D C Mrs r 959 Toro....503-W
Jeannot F W r 1254 Bond....462-J
Jeannot F W r 390 California Blvd....1223-J
Jeffries Carrie Mrs r 557 Brizzolara....157-W
Jenkins E W Jr r Osos Rd....2580-R
Jenkins Howard B r Ramona Dr....520-W
Jennings E E r 1249 Palm....1303-W
Jensen Arthur F r 245 Cypress....263-J
Jensen Jas r 173 Poly View Homes....2330-M
Jensen Jas W r 275½ High....2494-W
Jensen John J r 1152 Buchon....295
Jensen Laurits r 312 Sandercock....1144-R
Jensen Sales Co 1359 Monterey....2482
Jerde E A r 1140 Upham....238-R
Jereczek E r 1000 South....628-M
Jespersen C A r 110 Stenner....2721-M
Jespersen Marvin r Vachell Ln....14-J-2
Jespersen Ray r 644 Howard....645-J
Jesperson Francis r Los Osos Rd....29-R-11
Jesperson M H r Vachell Ln....14-R-1
Jessee Wallace B r 1608 Broad....786
Jessen Chris H r 1555 Higuera....662-J
Jesse's Service Center 990 Higuera....22
Jessie L T Mrs r 69½ South....1629-W
Jewell Verna r 1157 Buchon....3078-M
Jim's Inn beer plr 1025Morro....252
Joaquin's Grocery 420 High....526
Joe's Place used furn dlr 884 N Broad....356-J
Johe Eugene r FrenchRd....2177-M
Johe Geo Mrs r Morro Rd....2385-W
Johe L r Irish Hills....2-F-11
Johe Wm r Laguna....2-F-4
John Callie M Mrs r 654 Islay....1526-W
John Marion apts 860 Osos....2986
Johnson A O cemnt contr Christian & Victoria....709
Johnson A O r Monterey Hgts....383-W
Johnson Belva r Pismo Hwy....10-J-3
Johnson C P r 183 Chorro....484-M
Johnson Chas F r Pismo Hwy....10-R-4
Johnson Eleanore M r 865 Morro....3189-M
Johnson Ernest J r 265 Almond....438
Johnson Everett E r 804 Sandercock....1005
Johnson Ezra r 743Christian....2568-R
Johnson Fred H impimnts & machy 1119 Garden....164
Johnson Fred H r 1068 Pismo....354-J
Johnson Geo W r 1012 Mill....1994-J
Johnson Gertrude r 977½ Pismo....1540-J
Johnson Henry r 468 Leff....2634-J
Johnson J A r Johnson....2091-J
Johnson J C r 1042 Pacific....627
Johnson J Taylor r 968 Toro....1303-J
Johnson J W r 1216Buchon....925-W
Johnson Jessie R r 1406 Morro....1815-R
Johnson Lester C r Avila....2-J-2
Johnson M E r 1730 Snta Rosa....973-W
Johnson Mark Mrs r Avila Rd....17-R-3
Johnson & McLennan contrs 515 N Broad....3035
Johnson N R Mrs r 2221 Broad....1643-R
Johnson O Richard r Johnson Av....1452-W
Johnson Rodney V r 1218 Foothill Blvd....2524-R
Johnson's Automotive Service No 2 Higuera & Osos....2619-J
Johnston A N r 1413 Archer....1557-W
Johnston E L r 544Higuera....2025-J
Johnston Evelyn r 1341 Osos....2126-W
Johnston Geo A r 1514 Osos....2051-W
Johnston Jewett M r 875 Mountain Vw Av....2414-W
Johnston Mary Mrs r 1220 Bond....2496-J
Johnston Robt M r 364 Hathway Av....38-J
Johnston Walter R r Johnson....2720-M
Jolly O r 396 Santa Rosa....2971-R
Jones Ambulance Service 865 Morro....887
Jones C E r 644 Islay....2512
Jones C W r 2051 Fixlini....2883-J
Jones Cecyle H Mrs r EdnaRd....2896-J
Jones Florence H r Foothill Blvd....2165-W
Jones G V r 227 King....480-W
Jones Grace Mrs r 685Buchon....1193
Jones H C S r Edna Rd....2190-R
Jones Jack r Slack & Henderson....2699-W
Jones Jas P r 226Rincon....1010-M
Jones John Edw r 669 Lawrence Dr....657-W
Jones Katherine H r 423 High....2620-W
Jones Kenneth W r 865 Morro....1530-J
Jones Laura C r 586 Buchon....2949-W
Jones Mary r 762 Higuera....1267-W
Jones Melvin R r 525 Higuera....1304-J
Jones P F r N Hwy....2285-J
Jones Robt E r 1232 Monterey....877-M
Jones Robt L r 687 Islay....2309-J
Jones Virginia R Mrs r 227 Price....1398-R
Jones W M r Adriance Ct....2733-J
Jones Wm A Dr 1138 Chorro....722
Jones Wm H r 1132 Olive....1737-J
Jordan L Bunny r 1128 Chorro....1802-W
Jordano's Inc bevrg 1321 Carmel....1253
Jorgensen Edw r Camp S L O....20-J-12

Jorgeson Don r 1259 Palm....2796-J
Jorgeson Maude Mrs r 1121 Stenner....1207-J
Joughin Andrew R r 1323Mill....927
Joyaux H V Richardson R F Co 1135 Snta Rosa....88
Joyaux Henry V r 283 Chorro....616
Joyce Edward P r 1305 Palm....2684
Juarez Donald r 308 Higuera....1171-J
Juarez Jose r 2011 Osos....2474-J
Juarez Robt N r 1032 Leff....815-M
Juillard-Cockcroft 230 Snta Barbara Av....93
Juillard Inc 228 Snta Barbara Av....1248
Julian C W Dr r 541 Caudill....2096
Justus F O r 1502 Essex....735-J

K

K P I K Broadcasting Co 1130 Garden....3171
K V E C Radio Station Hill&MountainVw....1100
Transmitter Morro Rd....702
Kaetzel C P atty 793 Higuera....1868
Residence 1530 Broad....621
Kaetzel Jack P r 1259 Palm....2885-M
Kaiser Alvin R rl est 1115Chorro....2685
Kaiser Alvin R r 1534Chorro....1472
Kallenborn C J r 951 Snta Rosa....2731-W
Kami Mae r 1220 Osos....573
Kamm C H Mrs r 855 Buchon....48
Kamm C H & Co 1034 Monterey....332
Kamm L W insurance 1137 Chorro....1051
Kamm L W r 1504 Broad....2036
Kaney Ruth r 570 Marsh....177-M
Kapp Charles r 1129½ Islay....1404-J
Karleskint's Florist & Nursery 1422 Monterey....2060
Karl's Shoe Store 786 Higuera....881-M
Kasler C E Jack r 479 N Broad....1564-R
Kathka E A r 1371Pacific....2521
Kauffold Lucile P r 240 Branch....2679-W
Kaufman Mary Edna r 1052 Islay....193-W
Kearns A L r Baywood Pk....26-J-2
Keck Lawrence L r Baywood Pk....27-J-1
Keever Marvin L r 1843 San Luis Dr....174-J
Keffer G O r 1063Ella....1321-R
Kegley Mary M r 1405 Essex....1675-J
Kehm A r 2280 Lawton....2367-W
Keleher J P r 1018 Church....2968-W
Keller Emma Miss r 582 Brizzolara....669-W
Keller Frank M r 654 Church....1491-M
Keller J W r OsosRd....2233-R
Kelley C C r 1323½ Pismo....1675-W
Kelley Dorsey M osteo 722 Marsh....1483
Residence 70 Benton Wy....1708
Kelley S F r 872 Toro....2273-J
Kelly Chas J r 1352 Pacific....554-J
Kelly Frank W r 541 Buchon....1095-J
Kelshaw Grace E r 1265 Mill....775-R
Kem Louise r 1390 Palm....1862-W
Kemper H L r 1304 Pacific....1852
Kenady J H r 865 Morro....1669-W
Kennedy Carroll D r Orcutt Rd....10-F-3
Kennedy Ralph C rl est 858 Marsh....1900
Residence 482 Islay....1083-W
Ken's Indian Motorcycle Sales 1266 Monterey....584
Kentel Arthur r Beebee & South....2275-M
Kerr R L r 309 Lawrence Dr....2829-W
Kershaw G E r 451 Mitchell Dr....721
Ketchie Jas r 535 Mitchell Dr....2402-R
Ketchum Ernest H r 870 Meinecke Av....1747-W
Keyser Gerald r 1216 Broad....3068-M
Keyser Harold M r 145 Harris....631-J
Keyser Ivo S r 560 Leff....2846-J
Keyser P E r 1113 Marsh....742-M
Kibler Zoe r Monterey Hts....2109-J
Kiel Howard r 640Leff....1258-J
Kies Lola Mae r 575 Buchon....151-R
Kiger H S r 2141 Broad....2793
Kiger W M r 1067 Murray....673-W
Kiholm Jas r Baywood Pk....25-R-12
Kilbern G W r 1519 Broad....686-W
Kilker A R r 863 Palm....2745-M
Kimball Charles r Foothill Blvd....1164-M
Kimball F C r 794 Buchon....1284
Kimball Motor Service 252 Higuera....2344
Kimball Tire Co 283 Higuera....758
Kimball's Union Oil Service High & Higuera....1961
Kimble I A r 2646 Lawton....1659
King A D r 1445Marsh....2198-J
King Arthur E r 866Leff....2293-W
King Emmett L r Old Morro Rd....2385-M
King H E r 1670 Phillips Ln....1374-M
King Lester r 91 N Broad....1302
King R F r 1533 Osos....1914-M
King Ruth r 858 Center....224-M
King Zella Mrs r 759Upham....334-W
Kingsbury A H r 1426 Broad....1732-J
Kinneavy F S r 265 N Broad....297-W
Kinney Dwight F r 1043 Marsh....2939-W
Kinney Seth G r 1329 Monterey....2714-R
Kinnings F F r 1265 Mill....2727-M
Kinsey Herbert C r 841 Grove....2838-W
Kinsey Sam r 126 King....2969-R
Kinsman A D r 596 Hathway Av....2349-W
Kinsman H C r 729Pismo....682-R
Kipper's women's apparel 853 Higuera....207
Kirby Co of San Luis Obispo 1144½ Mill....1185-W
Kirchner Frank W r Ranchita Santa Fe....3-F-3
Kirchner M J r 1168 Mill....772-J
Kirkeby John r 1143 Walnut....879-M
Kirkpatrick J T r 652Caudill....1877-J
Kirn Curtis H r 2590 Story....1518-R
Kirtland Howard B dentist 1114 Marsh....72
Residence Call Long Distance For Snta Margarita....19-Y-3
Klaucke Dora r 668 Marsh....1560-J
Klaucke Roy r 2473 Lawton Av....2485-W
Klein Martha E r Highway....1307-R
Kleinsteuber Frank W r Cuesta-By-The-Sea....23-R-2
Klemme H L O K Music Co 1127 Monterey....703
Kluver F cigar mfr 726 Higuera....394-J
Knecht Fred W r 166 Grand Av....1119-M
Knight Florence T r 1390Palm....1436-R
Knight Frank Mrs r 1397 Marsh....718-W
Knokey Chas R r 1051½ Buchon....1152-R
Knott Chas E r 1418 Essex....842-M
Knutson John C r 491 Lawrence Dr....2640-M
Koehn Carl F Hotel Park 1815 Osos....792
Koenig J H r 1907 Ruth....1757-J
Koethen O W r 533 N Broad....557-J
Kornich H r 1021 Pacific....1233-W
Kotin Helen Tepper r 1794 Sn Luis Dr....404
Kotin Paul MD San Luis Clinic 990 Pacific....3041
Kough Blair B r 120Price....1646-R
Kraatz Robt r Edna Rd....1254-M
Krabill Loren W r 209 Rincon Dr....2233-W
Kramp Harry F r 1117½ Marsh....2167-J
Kreinbring Louis r 765 Osos....2638-R
Kriner N F r 1196 Islay....854
Kroetz Geo r 1356 Higuera....2124-J
Krueger Clyde M r 729 South....2381-W
Krueger E J r 865 Morro....2651-J
Krueger Harvey W ins 999 Higuera....2845-J
Krueger Harvey W r Foothill & Rincon....1977-J
Kruslock Adeline Mrs r 1421 Chorro....2340-R
Kueny Douglas M r 190 Chorro....1079-W
Kuhler Ralph L r 1265Buchon....2670-J
Kuhler Wm r 1515 Essex....1603-W
Kustel H C Kustel & Silveira Serv Stn Marsh & Osos..1073
Kustel & Silveira Service Station Marsh & Osos....1073
Kutz W E r Santa Rosa Park Homes....612-J
Kyle Co 1609 Osos....546
Kyle Harry r 1747 Chorro....523
Kyle Roofing Co Santa Barbara Av....3151-J

L

Labadie Emile Jr Capt r Snta Rosa Pk Homes...1835-W
Labor Local No 1464 A F of L 1530 Monterey....256
Lacterman Harry M r 716Mission....935-W
Lacterman's women's apparel 728 Higuera....1285
Lafrenz Wm L r 762 Higuera....799-W
Lagao A r French Rd....17-J-2
Lagomarsino's Wholesale Liquor & Wines Osos & Higuera....187
Laird Harry J r 1530 Fairview....954-R
La Lumiere G M r 1105 Leff....973-R
Lamas R Mrs r 572 Snta Rosa....1241-W
Lammiman G F r 1816 Garden....3097-M
Lander J R r 1320 Murray....1791-J
Landreth J B r 628 Grove....1415-J

Lane Richard C r 1427½ Morro....2658-J
Lang Alfred A r 549 Buchon....969-W
Lang C C Mrs r 675 Islay....461-J
Lang E H r 1031 High....2229-R
Lange Herbert J r French Rd....2177-J
Langford D r 652 Mitchell Dr....1161-W
Langlois Arthur r 725Leff....411-W
Langworthy Clyde F r 503 Mitchell Dr....607-R
Lanier R F r 664 Toro....2774-W
Lanotti A r 948 Snta Rosa....2592-J
LaPierre Hazel Mrs r 578 Marsh....563-R
Lapp Chas R r Poly View Trailers No 356....1630-J
Larsen C J r 419 Snta Barbara Av....1690-J
Larsen J P r 624 Grand....2862-W
Larsen Peter gar 1027 Nipomo....814
Residence 575 Dana....1339-J
Larson H F r 238 Sandercock....2693-W
Larson P A r 462 Pismo....751-W
La Rue Jean r 1514 Toro....2787-J
La Rue R O r 744 Islay....198-M
Las Higueras 1185 Islay....2993
LaScala Samuel r 703 Sandercock....2543-W
Latimer B G r 642 Monterey....433-W
Latimer Leon C r 1000 Mill....2492-M
Latourette J H Capt r 379 Pismo....1309-M
Lauck David r 98 Graves....1430-R
Laurent O J r 1367 Mill....2873
Laux Elizabeth r Edna Rd....2190-J
Lavette R r 729 South....2961-R
Law John V r 1654 Hillcrest....2956-R
Lawrence Donald R r 855 Toro....2544-J
Lawrence L W real estate 1020 Broad....121
Residence 1119 Palm....1631
Lawson Benny r 669 Chorro....459-W
Lawson John D r 396 Lincoln Av....550-M
Leach Richard r 281 Hathway....1785-R
Leary Jos r 2000 Garden....535-M
Leary Wm G r 1450 Foothill Blvd....2973-M
Lebo Belle E r 783 Pismo....1759-J
Lebo Louis r 1521 Osos....2051-M
Lebo Virgie L r 883 Rougeout....1673-M
Lecuyer Ted r 1405 Marsh....1067-W
Ledbetter C E Lt Col r 287 Chorro....1311-W
Ledson W A r 1174 Islay....1467-R
Lee Agnes M r 570 Pacific....360-J
Lee Ed 1118 Morro....1939-M
Lee Harold B r 727 Islay....2322-J
Lee Sue L r 1421 Garden....2894-J
Lefler Harold C r 1716 Osos....2358-R
Legette Everett r 615 Serrano....1427
Leguina Mario Mrs r 384 Islay....2953-R
Leguina S r 547 Higuera....531-W
Leguina Santy r 559 Islay....2569-J
Lehman H G r 1268 Frederick....2087
Leidig's Market 447Higuera....491-W
Leister Arthur r Los Osos Rd....30-R-3
Leitcher F W r 2319 Broad....1459-R
Leitcher Robt D r 585 Dana....2555-R
Leitner Mae r 1154 Islay....2030
Leland Edna Mrs r 765 Center....170
Leland Geo N r 865Morro....2651-W
Lemucchi Joe r 2250 Lawton Av....846-J
Lenger L L r 585 Leff....2145-W
Lenihan D J r 974 Islay....1692-R
Leonard A M Mrs r 1950 Murray Av....2176-W
Leonard J E r 330 Pismo....2084-J
Leslie M W r 876Upham....923-M
Leslie R M r 2044 Fixlini....1521-W
Lessl C L New York Life Ins Co 1137 Chorro....632
Lessl C L r 1054 Church....1186-M
Leutz W A r 1842 Sn Luis Dr....1621-J
Levers Howard J r Santa Fe Rd....7-J-3
Levy A & Zentner J Co 303 Higuera....1381
Lewelling Ernest B r 210 Lincoln....1352-R
Lewelling Flora r 515 Dana....340-M
Lewelling John r 1140Fig....1241-M
Lewetzow D R r 1447Beach....1091-J
Lewin Bernhard rl est 792 Monterey....325
Lewin Bernhard r 657Pismo....682-J
Lewin M & Son ins 792 Monterey....325
Lewin N S r 1368 Higuera....275-W
Lewis A V r 818 Sandercock....971-J
Lewis Albert J r 1134 Montalban....2752-J
Lewis Andrew rl est 1589 Murray....2117-W
Lewis Cleaners 868 Palm....2360-W
Lewis George R r 860 Pacific....970
Lewis Howard r 854 Marsh....2359-M
Lewis J S r 389 Pismo....2431-J
Lewis Manuel J r 860 Osos....2966-M
Lewis N R r 2540 Gail Pl....2697-M
Lewis R A r Morro Rd....13-R-3
Lewis T Lorraine r 148 Toro....3153-W
Lewis Vance D r Foothill Blvd....184-R
Libby Edw r Foothill Blvd....2469-W
Liberty Cleaners 727 Marsh....2290
Libhart Ralph r 448 Dana....3064-M
Libs F M r 781 Osos....1504-W
Liebenguth Edith r 744 Higuera....1012-W
Lietz Jerome r 965 Islay....3148-M
Lilley A M Mrs r 474 Marsh....387-W
Lilyman Grace A r 1142 Leff....1218-M
Lima Kenneth r 560Higuera....1495-W
Lima Mary E Mrs r 1359 Palm....2016
Limon Antonio B r 625 Florence....2769-W
Limon Regino r 1200 Bushnell Av....2188
Lind Geo E r 764Mission....2588-W
Lind John r 48 Benton Wy....1849-W
Lindesmith Ellen r 1121 Upham....2677-R
Lindgren Jacqueline Mrs r 1159 Leff....2452-J
Lindley Dean C r 67 Benton Wy....1226-W
Lindsay Donald G r 729 High....1650-M
Line Herbert r 534 Hathway....2561-W
Linebarger E W r 874 Church....589-W
Linebarger Margaret altrtns Wineman Hotel....1099-J
Linebarger Margaret r 741 Buchon....3061-J
Link Raymond R r 1523 Monterey....1998-M
Linneman Carl F r 640Kentucky....2288-M
Litchfield's Market 695 Higuera....2193
Litho art shop 1819B Osos....3033-W
Little Gertrude G r 665 Leff....1711-W
Littlejohn David r Orcutt Rd....739
Litzenberg Geo L r 526 Kentucky....2868-R
Lloyd's Mobil Service 505 Higuera....823
Lobato Albert r 845 Murray Av....450-W
Locati L E r 1239 Mill....1612-J
Locke C S r 573 Snta Rosa....3045-J
Lockwood Carl r 668 Mountain Vw....1053-M
Loesche Edw C r 229High....1224-M
Loftin A E r 1367 Higuera....824-M
Loftin Ethel M 1367 Higuera....824-M
Logan C F r 390 Kentucky....2970-R
Logan Lulu Mrs r 1578 Palm....2336-J
Logan Victoria r 1558 Palm....1347-J
Lohrberg A r 753 Alexander Av....1812
Lonborg R H r 566 Ellen Wy....2561-J
Long C M r 1670 Monterey....689
Long E E r 1341 Osos....473-M
Long E E Piano Co 777 Marsh....506
Long W C r 525Higuera....948
Long Walter H r 765 Lincoln Av....570-W
Loomis E C & Son 147 High....1080
Loper H S r 1432Higuera....1417
Lopes Ernest J r Los Osos Rd....30-J-2
Lopes Geo A r 1224Carmel....1085-J
Lopes Manuel V r Edna Rd....4-J-2
Lopez Bebe r 911 Branch....1245-R
Lopez Edgar r 308 Foothill Blvd....1359-J
Lopez Joe r 834 Sandercock....1886-M
Lopez Lawrence r 666 Lawrence Dr....2093
Lopez Manuel r 1320 Buchon....578-J
Lopez Minnie r 738 Higuera....749-M
Lopez Pete S r 1287 Murray Av....2577-J
Lopez W E r 101 Highway....17-R-2
Loretz Walter Rev Lutheran Church 867Pacific....2602
Loring Homer D Hotel Park 1815 Osos....792
Loring L E r 585 Santa Barbara Av....2823-J
Los Osos School Los Osos Rd....28-R-1
Loucks Lola r 1043 Marsh....1275-R
Lough Wm r Ferrini Rd....184-W
Loughlin W H Mrs r 1728 Broad....2284-W
Louis Howard r 800 Palm....592-J
Louis Photo Studio 1017 Chorro....371
Louis Walter r 460Pacific....1228
Louran Lena Mrs r 873Church....589-J
Loveall Ben F dentist 774 Marsh....880
Residence 1845 Monterey....884
Lovegreen E A r 211Price....2825-M
Loveless Don E r 1844 Hays....1119-J

Loveless Harry J r 1535 Nipomo....1733-W
Lovell E B r 868 Upham....953-J
Lovell J R r 1946 Chorro....701-J
Lowe Edw D r 2501Broad....1753-R
Lowe F W r 1119 Montalban....1640-R
Lowe Rose Marie r 313 Branch....2062-J
Lowe S J r Reservoir Canyon Rd....1635
Lowery Geo A r 1626 Osos....815-W
Loyd V V r 1202Pismo....159-J
Lucas James r 356 Pacific....1137-M
Lucas John r 261 South....2250-J
Lucas Mary r 261 South....2250-W
Luchessa Ed r 1660 Mill....1725-J
Luchessa V r 969 Toro....384-R
Lucksinger Fred r Ramona Dr....1861-M
Lucksinger O F r Foothill Blvd....1172-J
Lucky Spot Cafe 280 Higuera....1941
Ludwick Art r 436 Pismo....1634-W
Luini John r 2546 Victoria....1165
Luis Anthony R r Avila....9-R-12
Luis John G r 1968 Chorro....1744-J
Luker C L r 1604 Morro....3148-J
Lumsdon John William r 1042 Pacific....351
Lund Flossie r 1819 Johnson Av....3140
Lusardi S J r 1665 Higuera....1388-J
Luster C C r 1724 Osos....2724
Lutheran Church 867Pacific....2602
Luttrell Warren r 864 Monterey....2745-R
Luttropp Eric r 457 Pismo....2347
Lux A E r Santa Rosa Park Homes....1058-J
Lyman Albert E r 1015 Buchon....140-W
Lynch C B r 981 Palm....635-J
Lyon Beach Jr r 859 Ida....1412-R
Lyon Ray B SLO County of Superior Judge
Court House....3161
Residence 1290 Foothill Blvd....456
Lyon Van & Storage Co Agcy 1824 Nipomo....355

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Mabee Charlotte B r 2644 Chandler....866-J
MacCafferty E L r 892 Grove....499
MacDonald Harry F Carpenter H H Estate of 981 Monterey....46
Mace Rebe Mrs r Ramona Dr....605-M
Macha Fred C r 2344 Lawton....1136-W
Macha K A r 261 Sandercock....2605-W
Machado Martin r Los Osos....28-J-1
MacKay's Modern Foods 1135Garden....1444
Mackey J W r 758 Toro....706-W
Mackey Jas rltr Andrews Hotel....2510-W
Mackey Jas r 750 Montain Vw....1489-J
Mackie Alfred r Pismo Hwy....1042-J
Mackie Margaret M r 858 Humbert Av....3152-M
Mackin Lawrence r 511 High....2252-J
Macrae Lester r Foothill Blvd....2035-W
Mac's Cafe Avila....32-J-11
Maddalena Constante r Orcutt Rd....1596-J
Maddalena Noel r Atascadero
Call "Long Distance" for....Atascadero 220-J
Maddalena Tire Co Higuera&Osos....79
Madden R W Ted's Mobil Serv 1099 Marsh....2778
Maddock N L r 658Monterey....365
Maddox B I r 858 Leff....815-R
Madgett Raymond E r 101 Highway....3054-W
Madison Jack C Calif Western States Life Ins Co
1025 Court....2078
Madonna A r 759 Monterey....2090
Madonna A Construction Co 581 Higuera....3020
If no answer call....1457-J
Madonna Louis J r Orcutt&McMillanRd....5-J-21
Madonna Lumber Co 581 Higuera....99
Madruga C Mrs r Foothill Blvd....242-R
Madsen Edward r 1443 Upham....1251
Madsen Robert T r 1441 Upham....1536-M
Maes Harry C r 770 Snta Rosa....2445-W
Maes Jean M r 269½ High....2953-W
Maggetti Jerry r Yoakum Tract....2328-M
Maggetti Jerry T Jr r 726 Park....1061-W
Maggetti P L r 1264 Palm....775-J
Maha Elsa r 687 Islay....2396-W
Mahan Geo W r Baywood Pk....27-R-2
Maher Edward J MD 784 Marsh....2412
Residence Sn Miguel Dr....2643
Mahoney D F r 1303 Higuera....1154-W
Maier Charles R r 1411 Broad....2006-R
Main Eva L r 1042 Pacific....1121-W
Mainini A r Morro Rd....13-R-1
Mainini Alfred r 1817 Broad....1104-J
Mainini Frank r 1127 Peach....481-R
Mainini H N r 1720 Broad....1156-J
Mainini Olympia r 560 Pacific....2686-W
Mainini Pete r Vachell Ln....3-F-2
Mainland Richard G r 1042 Pacific....2939-R
Maino C A 1118Garden....80
If no answer call....654
Maino C A r 994Murray....654
Maino Construction Co contrs 2238 S Broad....3177
Maino James E r Pismo Hwy....10-R-1
Maino Sila M Mrs r 1043 Peach....922-W
Maino Theo C r 843 Rougeut....2998-W
Maino Theo M r 1424 Mill....679
Mairs R T r 848 Meinecke Av....106
Makin Imogene r 974 Chorro....3193-R
Malcolm Betty Mrs r Ferrini Rd....1359-R
Maldonado Mary r 1048 Fig....912-M
Mallagh A E r 1656 Phillips Ln....1731-R
Mallagh Elk r Monterey Hts....2109-W
Mallory Appliance Service 721 Pismo....2365-J
Mallory Chas H r 1329 Beach....789-J
Mallory Henry T grocer 1415 Beach....1273
Mallory Merle A r 708 Mission....1068-W
Malone Sumner r 1613 Garden....2639-M
Maloney Merle J r 230 Higuera....1839-R
Maltman Fred r 336 Buchon....1471-J
Manderscheid J Carl r 752 Buchon....1044-J
Manderscheid L E r 1137 Carmel....2217-M
Mandes Louie r 209½ High....454-J
Mankin Ardath V r 1224 Buchon....687-J
Mansir D L r 1023 Mill....2662-R
Manthie Adrian r 769 Upham....334-R
Maples L C r 121 Cypress....2855-R
Marble E H r 849 Ida....2962-W
Marcom W E r 1342 Breck....610-W
Marcum Richard r Camp Sn Luis Obispo....20-J-1
Marek John r 421 Dana....2672-M
Margaroli Chas W Jr r 734Mission....1529-W
Margaroli E r 1130 Islay....2267-R
Margaroli James r 2315 Broad....975-W
Margaroli Lucille r 770 Morro....1704-W
Marquart Harry E r 654 Mountain Vw....1141-J
Marquering A R Mrs r 1214B Mill....2498-J
Marquez Louise r 863 Mill....2281-M
Marre Louis Fay Watr Co Port San Luis....40-R-12
Marre Lugi Land & Cattle Co Port San Luis....40-R-3
Marre Robt B r Avila....40-J-1
Marsden Carol J r 1626 Osos....1899-R
Marshall Arthur P optmtrst 790Higuera....597
Marshall Arthur P Dr r 785 Buchon....237-J
If no answer
(Toll) Call "Operator" for....Morro Bay 3586
Marshall Hotel 874 Higuera....400
Marshall I S r 244 Price....1687-J
Marshall Rudolph r 1333 Carmel....738
Marshall Warde L D r Marshall Hotel....2037-J
Marshall's Jewelry Store 790Higuera....597
Marston Ena r 994 Peach....229-J
Martin A B dentist 997 Monterey....109
Residence 1680 Sn Luis Dr....1300-J
Martin A N r 555 Hathway Av....1893-J
Martin Barney E r 461Marsh....497-R
Martin Burnard K r 1024 Fig....3123-W
Martin C L r 496 Pismo....868-W
Martin Celia Mrs r 1261Mill....1862-J
Martin Claude r 2246 Broad....1459-J
Martin E E r 1929 Chorro....1744-W
Martin Edw r 350 Islay....2663-R
Martin Ernest r 732 Kentucky....1878-J
Martin Ernest A r 1941 Chorro....2674-J
Martin Eugene r 535 Higuera....531-M
Martin Frank r 1027 Nipomo....1115-J
Martin Harold r Avila....16-R-3
Martin J E r Henderson....1739-W
Martin Jack r 561 Buchon....1445-J
Martin Jack r 588 Mitchell Dr....1599
Martin Joe W r 369Pacific....1973-J
Martin M R r 770 Toro....1270-M
Martin M S r Baywood Pk....24-R-3

Martin Perry r Avila....2-J-1
Martin Robt W r 961 Snta Rosa....2731-R
Martin Wm E r 666 Toro....2242-W
Martinelli S r Spring....2646-R
Martines George r Avila....8-R-3
Martinez Frank D r 778Francis....2879-J
Martinez Juvenal r French Rd....2859-W
Martinez Pedro L r 2256 Broad....3179-W
Martini Louis Mrs r 969 Pismo....1987-W
Martins Jean E r 906 Fig....912-W
Martinsen M C r Foothill Blvd....2035-J
Martinson H R r 1355 Palm....2755-M
Martinson Raymond E r 323 Grand Av....2106-R
Marts Gladys r 308 Higuera....3036-W
Marvel Wm B r 1011½ Islay....574-R
Masdonati Severino r 442 Buchon....1180-R
Masengill W T r 1182 Buchon....402
Masonic Hall Assn 859 Marsh....626-J
Massena Chas r 1262Buchon....2073-J
Massey Lydia r 18 Snta Rosa Park Homes....2608-R
Master Brake Service 565 Higuera....525
Masters Ben r 1355 Frederick....1138-W
Matejcek A J hardwd firs 161 Ward....272-W
Matejcek Max W r 664 Leff....203-R
Mathes Lola r 745 Francis Av....3152-R
Mathews Harold P r 530 Islay....1095-R
Mathews Lloyd L r 458½ Higuera....2861-M
Mathews Memorials & Plating Service 1 Higuera....717
Mathews Miles N r 264 Higuera....342-W
Mathews' Trailer Court 274 Higuera....1392
Mathews W W r 320 Higuera....1647-J
Mathias Julia Mrs r 1341 Osos....957-M
Mathison W G r 434 Islay....1509-M
Matthew Theo r 236 N Broad....1859-W
Mattocks Marie J r 1885 Monterey....267-W
Matts Helen r 1310 Chorro....795-J
Maughan Bros beer distrs 101Hwy....1413
Maughan W P Maughan Bros 101Hwy....1413
Maughan's Wholesale 51 Higuera....149-J
Maughmer M T r 441 Kentucky Av....2868-J
Maurer Robt L r 265 Kentucky Av....2959-J
Maxwell Jas F r 680Pacific....1040-J
Maxwell Margaret C r 832Meinecke....1166-W
Mayes Chas r 230 Longview Ln....2959-M
Mazza Alfred r 446 Hathway....2112-W
Mazza Antone r 1630 Fairview....586-J
Mazza D B vetnrian 1241 Nipomo....336
Mazza & Hamilton General Petroleum Service Station 600 Marsh....1963
Mazza Ida r 983 Swazey....1764-W
Mazza Martha r 1462 Haskins....2769-J
Mazza P r 1207 High....1619-M
McAllister Margaret A r 1119 Peach....2041-W
McAnallen Harold L r Avila....9-J-11
McAninch Lamar r 1734 Osos....1449
McArthur J C r Foothill Blvd....1172-W
McAuliffe Emma r 621 Hathway Av....645-R
McAuliffe Helen B r 245 Cypress....263-J
McBee F H r 728 Upham....576-J
McBeth Clifford E r 1154 Peach....2874-J
McBride A H r 1314 Osos....1740-W
McBride Clifford r 520 Higuera....2217-J
McBride E L r Edna Rd....2437-M
McBride H H r 577 Dana....135
McBride Sheet Metal Works 1023Nipomo....337
Nights Sundays & holidays call....2217-J
McCann Jas J r 234 Beebee....2240-M
McCann Tractor Service S Hwy....2398
McCapes A M McCapes Vetnrian Hosp Hwy 1....166
Residence 215 Hathway Av....2707
McCapes Veterinary Hospital Highway 1....166
McCarthy Elinor Mrs r 724 Ida....1633-W
McCauley C W r 943C Murray Av....2728-M
McChesney Leroy E Royal Oaks Dairy Verde Canyon Rd....6-J-3
McClellan R E r 882 Grove....1618-W
McClintic Wm r 1120 Peach....2384-J
McClure J E Security Title Insurance&Guarantee Co 1119 Chorro....1015
Residence 1641Murray....2528
McClure J R r 1223 Chorro....214
McClure Warren r 1230 Archer....2118-W
McClure's Repair Service 2145Broad....2221
McCombie H E Mrs r 1408Garden....1298
McCombie Laboratory 773Pismo....1298
If no answer call....2677-R
McConnel C E r 1335 Broad....1726-M
McCorkle C O r 1618 Hillcrest....1077-R
McCormick A R r 1490 Andrews....1695-M
McCoskey L N r 1055 Peach....1166-J
McCoy B Douglas r Camp Sn Luis Obispo....19-R-3
McCray J A r YoakumTract....2899-W
McCurdy A W r 1426 Snta Rosa....1833
McDaniel Thurman Mrs r 23 Mt Pleasanton....2653-R
McDermott Marie P r 1052 Peach....1160-M
McDonald B H r 1203 Buchon....2787-R
McDonald Donald G r 1000 South....2230-M
McDonald Harold W r 360 Hathway....2789-W
McDonald Jas M r 680 Snta Rosa....2774-R
McDougal M B Mrs r 282 N Broad....1651-W
McElrath Frank r 587½ N Broad....2258-M
McEntire Robert L r 1642Morro....2089-J
McEvoy Mervyn D r 1329 Chorro....1282
McFadden S H r 922 Murray....1056-R
McFarland L E r Poly Campus....1279
McGary Ray r 1922 Broad....1886-J
McGinnis Margaret r 648 Graves Av....1227-W
McGovern A J r 824 Grove....2304
McGowan Francis J CPA Wickenden Bldg....3185-J
McGowan M A r 341 Hathway Av....1543-J
McGregor Motors Co 1255 Monterey....3142
McGuire E W r 153 Stenner....764-J
McGuire E W Jr r 163 Stenner....2278-W
McGuire F V r 1265 Murray Av....2059
McHatton Russell G Mrs RN r 1365 Bishop....2739-M
McHenry Frank r 972 Church....1729-J
McIntire J H r 1330 Marsh....716-W
McIntyre Myrtle r 1151 Leff....3067-W
McIntyre Ralph M r 1437 Nipomo....2996-W
McKeen Dollie Mrs r 1212 Garden....369-W
McKeen H L r 1526 Beach....1153-J
McKeen W H McKeen's Htchry Laurel Ln....1452-M
McKeen's Hatchery Laurel Ln....1452-M
McKenzie J M r 1526 Osos....1542-J
McKibbin Ernest J r 729 South....2381-M
McKie J M r 674 Leff....461-W
McKinnon Norman M r 1339 Breck....1804-W
McKnight Ray R r 850 Church....636
McLain E H r 1251 Buchon....1938-M
McLain Jas L r 910 Meinecke....2072-J
McLain Studio of Photography 970 Chorro....2247
McLaughlin E W r 1703 Chorro....2926-M
McLaughlin H L r Cuesta Rd....12-R-2
McLaughlin M R r 300 High....1224-W
McLean Eugene D r 1135Upham....2235-J
McLean Peggy I r 1135 Upham....2235-J
McLennan Hugh r 491 Hill....656-W
McLennan Hugh J ritr 515 N Broad....3035
McLennan Wm E r 645 Grove....895-M
McLinn L Tasty Prods 719½ Higuera....285
McMahan Furniture Co 855 Marsh....1573
McMahan Irene H r Orcutt Rd....2695-J
McMahon Byron J r 462Chorro....2034-J
McManus John A r 103 California Blvd....3079-J
McMaster Everett r 1303 Pacific....2432-M
McMillan James Blois r Avila....8-F-5
McMillan Jean r Edna Rd....6-F-4
McMillan M r 1225 Pismo....762-J
McMillan Peter r Orcutt Rd....10-F-4
McNamara F E r 740 Pacific....743-M
McNamara John J r 676 Grove....1731-J
McNamara Patricia B Mrs r 740 Pacific....743-M
McNanna Virgil r 927Branch....2294-R
McNeely Geo r 1251 Frederick....1138-R
McNeil C F r 274 Higuera....1795-M
McNeil Margaret Motz Dress Shop 856 Higuera....1054
McNeil Margaret r 954 Pismo....1581-M
McNeil Mary Jean r 1231½ Garden....3068-J
McPeak Emmie r MorroRd....1385
McPhee Julian A r Poly Campus....183
McQuillan Lawrence r 421 Sandercock....1398-M
McRae Alness r 1052 Islay....193-W
McRae L S r 1109 Pismo....1653
McWilliams E G Probation Officer Court House....3161
If no answer (Toll) Call "Operator" for....Cayucos 59
Meacham V H r 320 Kentucky....1150-M
Mead A Mrs r Foothill Blvd....2035-M
Mead Eugene A r 879 Essex....2493-J

Mead M Mrs r 1536 Broad....2647-W
Mead W A r Foothill Blvd....2580-J
Meaney S J r 250 Ramona Dr....3127-R
Means R W r 2524 Broad....2762-R
Meck Oliver H P r 1336 Morro....1581-R
Medico-Dental Adjustment Bureau 981 Monterey....652
If no answer call....3154-W
Mee Heng Chop Suey Shop 815 Palm....1330
Meeds Frances Mrs r 45MtPleasanton....2833-J
Meeker David P r Slack....1430-M
Meily Wm r 39 Snta Rosa Pk Homes....1052-M
Meinecke Dorothea r Mt Pleasanton Square....1147-J
Meissner Katherine r Pismo Rd....14-J-12
Mele Daniel A r 781 Marsh....1657-W
Melendy L S Rev r 150 Chorro....2323
Melim August M r 464 Marsh....1171-W
Melim John r 2021 Broad....588-W
Melim Richard J r 948 Sandercock....955-J
Melin Irene r 547 Dana....2579-M
Melin Walter N r 1357-2d....2133-J
Mello Geo M r Los Osos Rd....28-J-12
Mello J M r Los Osos Rd....28-J-2
Mello Jos Jr r Los Osos Rd....28-R-2
Mello Leonard E r 1020 Pismo....473-W
Mello Palmeda r 120 Story....2551-R
Mendoza Steve F r French Rd....17-R-1
Menefee Ollie J r 1314 Palm....2442-J
Menor Geo r OrcuttRd....4-R-12
Mercantile Acceptance Co loans 994Monterey....994
Mercantile Acceptance Corp of Calif auto financ 994Monterey....994
Mercer Betty r 1341 Osos....1740-R
Mercer Wm r 1354-1st....1715
Meredith Carl r 1424 Monterey....1143-J
Merker Denny L r 1154A Peach....2874-M
Merle Norman Cosmetics Studio 748Higuera....1477
Merson James F r Foothill Blvd....1213-J
Methodist Church 884 Pacific....2364-W
Metropolitan Life Ins Co 1042 Pismo....734
Metters Don r 729 South....3164-W
Metz Roy F r 28 Mt Pleasanton Dr....1559-W
Metz Wm J r Snta Fe Rd....3-R-3
Metzler F H r 1822 Chorro....381-M
Meyer F D r 1817 Garden....733
Meyer J G r 129 Chorro....2936-R
Meyer O E r 1704 Broad....3183-J
Meyer & Willett auto dlrs 1005 Monterey....3131
Meyer & Willett Chevron Service 205 Higuera....1202
Meyers Rodney C r 649 Mitchell Dr....3050-R
Michalojko Stephen S r Foothill Blvd....2469-J
Michot Alys r 770 N Broad....2189
Middlecamp Lionel H r Orcutt Rd....13-F-5
Middlemast W C r 1134 Peach....2242-M
Middleton Dorothy r Ellen....81
Middleton Harold r 561 Ellen Wy....1497-R
Middleton Jos G MD San Luis Clnic 990 Pacific....3041
Midget Lunch 1029Morro....2540-J
Midway Hotel 997 Higuera....1991
Milburn Thrale H r 282 Chorro....459-M
Millard Clyde r 725 Grand Av....1174
Miller B W r Ramona Dr....1977-W
Miller Charlotte Miss r 1144 Buchon....3078-J
Miller Donald r Snta Rosa Park Homes No 40....1052-J
Miller Earl W r 676 Mountain Vw....1141-W
Miller Geo A r 762 Higuera....799-J
Miller J C r 294Buchon....2326-W
Miller James r 590 Lawrence Dr....1259
Miller Kenneth r 1225 Mill....2273-R
Miller Marvin W r 1168 Mill....2445-J
Miller R E r 954 Toro....877-J
Miller Thos O r Camp Sn Luis Obispo....19-R-12
Miller Wayland L Lt Col r Camp Sn Luis Obispo....19-J-2
Millhorn Frances L r 672 Pismo....1726-R
Mills Cecil E r 2575 Lawton....2753
Mills Fagny r 530Marsh....2935-M
Mills Teresa r Orcutt Rd....5-R-3
Mills W H Mrs r 313 High....2855-M
Mills Walter W r 122 Villa....157-M
Millsap Marvin L r 268 Branch....1096-R
Millsaps Vester L r 1906 Chorro....2893-M
Millspaugh Kenneth r 381 Pacific....1337-J
Minelle's Lingerie 1117 Chorro....1448-W
Miner Henry r 215 Rafael Wy....1450-W
Minium Muriel steno 631 Lawrence Dr....3192-J
Mink Mervyn r 1141A Pacific....1553-J
Minoli Dorothy r 65 Higuera....1679-W
Minoli Ernest Mrs r Kilburn Tract....819-W
Minville Rose r 1113Chorro....1433
Miossi Alfred r 1327Pacific....568-W
Miossi Alma r 1145Pismo....677-W
Miossi Ben E r Cuesta Rd....2283-M
Miossi Gabriel r PismoRd....15-J-11
Miramon Eugene V r 1343 Marsh....718-J
Mirko M r 721 Branch....708-W
Mission Cafe&Bar 699Higuera....863-W
Mission Florist 965Monterey....432
Mission Garage 1011 Chorro....388
Mission Hotel 865 Monterey....593-W
Mission Laundry 331 Pacific....1440
Mission Radio Co 882Monterey....2400
Mission School 682Palm....60
Mission Tailoring Service 1220 Morro....496
Mission Taxi Co 987Monterey....2
Mission Trailer Park 546 Higuera....2033-W
Mission Wrecking & Salvage Co 553 Higuera....1608
Mitchell Agness M r 1103 Toro....270
Mitchell F W r 350 California Blvd....259-R
Mitchell Jas S r Baywood Pk....25-R-11
Mitchell Katherine Mrs 2646 Chandler....2088
Mitchell Kenneth B r 1011 Islay....2267-J
Mitchell Kenneth N r 465 Pacific....2007
Mitchell Martha r 626 Sandercock....1772-W
Miura Toru r Edna....6-R-2
Mobley A S Title Insurance&Trust Co 777 Higuera....321
Mobley A S r 348 Hathway Av....1230
Mock H W r 655 Osos....2539-M
Mocogni I J r 996 Mill....1994-R
Mode-O-Day Shop 720 Higuera....1655-M
Model Linen Supply 348 Higuera....1238
Modern Family Laundry 1313 Broad....304
Moebus John F r Fremont Court....659
Moen Della Mrs r 2753 Broad....1368
Moerman Geo F r 341 Higuera....500-W
Molinari Leo livestock Vachell Ln....311
Molinari S r 392 Pismo....1775
Monday Club Monterey....1960
Monsen Margaret Mrs r 1144½ Mill....2041-W
Monson C E r Calif Poly....449-R
Monson Fred r 755 Lincoln....2944-W
Montano Francis r 865 Buchon....1527-J
Monterey Court 1756 Monterey....1949
Monterey Market 1601 Monterey....924-J
Montgomery H Ray dntst Chorro & Pacific....303
Residence 60 Benton Wy....205
Montgomery Ward & Co
Retail Department Store 876 Higuera....2310
Catalog Department 876 Higuera....1988
Credit Dept 876 Higuera....161
Moody Aubrey A r 460 Marsh....387-J
Mooney Ralph A r 137 Cypress....2623-J
Moore Carl A Jr r 1575 Peach....2956-J
Moore Donald D r Adriance Ct....1768-J
Moore Fred C r 456 N Broad....2281-J
Moore Maxine L r 1152 Marsh....1561-J
Moore Roy F r 405 Branch....378-J
Moorefield J R r Pismo Hwy....7-R-13
Mora Louis A r Los Osos Rd....31-J-11
Mora R A r 358 N Broad....2436-R
Moranda Bill r 420 Foothill Blvd....2580-W
Morell Jeannette r Baywood Pk....22-R-3
Morena Laura r 1415 Higuera....1007-R
Morgan Merlin r 620 Hathaway Av....1992-M
Morganti L J r 664Monterey....2139
Morganti L J Co 698Higuera....2440
Morganti Milo J r 659 Palm....1605-J
Morris Beatrice r 474 Pacific....1634-M
Morris C A r 534 NBroad....557-R
Morris C J r 645 Park....1374-W
Morris Edd r 1638 Snta Rosa....973-J
Morris Harry J r 116 Chorro....2732-J
Morris Hubert E r 1525 Nipomo....1570-R
Morris Thelma K Mrs r 398 Chorro....1555-W
Morrison Gertrude r 1706 Corralitos....2750-J
Morrison L J r 1662 Hillcrest Pl....817
Morrison M B r 1274 Bond....2147
Morrison R B r 269Hathway....2207-W
Morrison Walter F r Baywood Pk....39-R-3
Morrow Arthur E r 1215 Buchon....2787-W

Morss Clayton L r 878 Islay....1565-R
Mortenson C R r 515Grand....1666-W
Morton Emil r 1529 Osos....1914-R
Mosher Ray r 1344 Palm....2943-J
Moskiman R r 2274 Broad....946-J
Motel Inn Monterey....1340
Mott Robt r Calif Blvd....5-F-4
Mott Russell r 2656Lawton....1571
Motz Style Shop 856 Higuera....1054
Mouchou Marge r Adriance Ct....2612-J
Mount Grace Mrs r 795 Islay....1272-J
Mountain View Hospital 1530 Marsh....1400
Muff G F Valley Electric Co 851 Higuera....264
Residence Mountain Vw&Hill....776-W
Mugler F R Dr r 1460 Mill....832
Muir Alan r 1426 Palm....3085-M
Muir J H r 1150Walnut....2567-J
Mulkey Grace T r 2014 Osos....811
Muller A V atty Wickenden Bldg....614
Residence 865 Morro....2830-J
Mullett Geo r 729 South....556-W
Mullican Frank N r 322 Hathway....2789-J
Mullikin Maurice r 180 Chorro....1240
Mullis Baxter r 1163Peach....706-J
Mumma J W r 527 Higuera....1304-R
Munez Jesse A r 685 Osos....2492-W
Munger Ward San Luis Welding Works 960Nipomo....1098
Residence 880 Meinecke....1747-M
Munk Bert T r 980 Islay....2249-J
Munn Robt O r 480 Buchon....551-W
Munoz D A r 685½ Osos....2987-J
Munro A W r 557 Mitchell Dr....2402-M
Murphy Harry r 1516 Broad....2647-M
Murphy Jas H r 2141 Sierra Wy....2351-W
Murphy N J r 1656 Monterey....924-W
Murray W D r NBroad....1342-J
Muscio Dante r 793 Buchon....237-W
Musicians Union 480 Pacific....233-W
Mutual Life Ins Co of N Y 1411Essex....842-R
Muzio A C r 1519 Higuera....825-R
Muzio Clementina r 1132Monterey....357-W
Muzio David groc 870Monterey....54
Muzio Frank D r 1418 Broad....2079
Myers Ada E r 443 Buchon....2276-W
Myers Felicita r 869 Church....1587-W
Myers R W r 104Toro....985
Mynatt W L r 680 Upham....2723-M

N

Nadelle Milton r 2775 Tenbrook....2578-R
Nanninga O W r 1235 George....1409-J
Naslund Chas r 310 Foothill Blvd....1168-J
Naslund Chas E r 848 Mission....2558-R
National Cash Register Co 719 Higuera....2213-W
National Dollar Store 736 Higuera....623
National Farm Loan Associations 1123 Garden....1386
Naugle Leslie r 1237 High....1764-J
Navone O 1827 Broad....1672
Navoni Jos r 361 Pismo....1471-W
Nay Orin E r 278 Lincoln....2529-W
Naylor H P r 661 Buchon....1103
Naylor Jas C r 2012 Broad....448-R
Neale W H r 1218 Bond....1150-W
Nearly New Furniture 1230 Osos....2092-W
Neece Harry O r 810 Grove....1061-M
Neece Paul E r 3005 Broad....1050
Neely W M r 125 Snta Barbara Av....2042-R
Neese Geo W r 1135 Snta Rosa....3057-W
Negranti Cora r 889 Buchon....216-W
Negranti Virgil Master Brake Serv 565 Higuera....525
Negranti Virgil r 611 Serrano Dr....1371
Negrich M Mrs r 1970 Chorro....1823
Nehf Otto J r 323Branch....2846-W
Nehi-RC Cola Bottling Co 120 Higuera....2115
Neill C H r 1624 Snta Rosa....2777-W
Neilsen C r 2527 Broad....412-R
Nelson A R r 1401 Foothill Blvd....194-M
Nelson Albert r 1104 Palm....266
Nelson Donald C r 909 Sandercock....50-J
Nelson Donald S r 619Grove....907-W
Nelson J B r 1235 Nipomo....1329-W
Nelson Johnny Office Equipment Co 690 Higuera....228
Nelson Julia r 1626 Osos....3122-R
Nelson Palmer r 644 Mountain Vw....656-J
Nelson Stanley H Nelson Wm A 982 Monterey....2134
Nelson Stanley H r 268 Snta Rosa....1745-M
Nelson Wm A Insurance 982 Monterey....2134
Residence 270 Snta Rosa....1215-R
Nereson O B r 544 Ellen Wy....2726-W
Nernof A E r 1625Palm....1618-M
Nernof Tailoring Co tailor 1027 Chorro....103
Netto M E r Edna Rd....2437-J
Neustrom E A r 1428 Morro....1527-R
Nevins Vernon J r 368 Chorro....1720
New Park Grocery 1401 Osos....1431
New York Life Insurance Co 1137 Chorro....632
Newman Grace r 1046 Ella....1592-W
Newton Calvin D r 147 Stenner....2526-J
Newton Pleasant r 1314 Palm....2442-M
Newton R L r 303 High....454-M
Newton Robt B r 1910 Ruth....2057-J
Nichols Rena K Mrs r 1110 Buchon....748-W
Nicholson R E Jr r 1231½ Garden....470-W
Nickson Delores M r Snta Rosa Park Homes....2068-J
Nielsen Harald N contr 956 Walnut....594
Nielsen Harald N r 1720Chorro....2926-J
Nielsen Mae F r 618 Grove....895-W
Nisperos Poly r FrenchRd....2075-J
Noble Glenn A r Poly View No 152....2049-W
Noggle A R r 567Kentucky....2644
Noggle John L r 806 Meinecke....3147
Nolan J T Mrs r 1023 Mill....606-M
Nolting I F r 1217 Mill....1612-W
Nolting I F r 864 Monterey....389-R
Nolting Paul O Calif Park Grocry
390 California Blvd....2738-W
Nord Elmer A r 881 Morro....2281-R
North Side Grocery 84 Snta Rosa....465
Northington Henry H r 572 Islay....3155-W
Northwestern Mutual Life Ins Co 852 Higuera....173
Norton Harry H Eagle Pharmacy 898 Higuera....916
Norton Harry H r 2278 Story....209-W
Norton John r 777½Higuera....1069-J
Norton Thomas A Mrs r 762Higuera....1319
Norwalk Co The 1088 Higuera....1237
Norwalk Service Station 1088Higuera....1913
Novak Bernard r 221½ Sandercock....2403-M
Novoa E Mrs r 2663 Victoria Av....2785-J
Novotny Barbara r 1563 Fairvelw....1967-J
Nueser O M r 1801 Nipomo....2287-W
Nunes F W r 570LawrenceDr....2578-J
Nunes Frances C Mrs r 1336 Pacific....2832-R
Nunes Ilene r 1824 Nipomo....1035-J
Nunes J C r Portguese Flat Rd....401-M
Nunes Jos A r Pismo Rd....7-F-11
Nunez Frank r 405 Dana....3064-W
Nuss Mildred r 274 Chorro....2628-R
Nuss W H Jr r 1646 Hillcrest....1135
Nutt Eliza M r Santa Ynez....39-J-3
Nye Erma r 219 Hutton....782

O

O K Music Co 1127 Monterey....703
O K Rubber Welders 1185 Monterey....2619-R
Oakley H R r Morro Rd....13-J-2
Oberholser B W r 859Church....1755-R
Oberholser Bill r 2771 Broad....2847-R
Oberson E C phy & sur Marsh & Garden....244
If no answer call....619
Residence 375 Chorro....619
Obispo Taxi 882 Marsh....47
Obispo Theatre 993 Monterey....197
O'Brian Evelyn r 45MtPleasanton....2833-J
O'Brien Ida Miss r 1029C Pacific....294-W
Ocean View Tavern Avila....8-J-3
Ochs Allan R r 1315 Cazadero....1677
Ochs O R r 386 N Broad....3072-W
Ochs & Son 1315 Cazadero....1677
If no answer call....3072-W
O'Connor Margaret r 1204 Marsh....476-J
O'Daniels Howard R r 878Lincoln....2711-R
Odd Fellows Cemetery & Mausoleum Highway....960
O'Donnell Wm C rl est 133 Villa....1345
Oedekerk Rena B r 373 Pismo....1309-R
Oertle Service Station Baywood Pk....26-R-11
O'Grady May A Mrs r 605 Lawrence Dr....657-M
O'Hara Geo J r 1505Broad....416-R

O'Hara Patrick r 1328 Archer....2326-R
O'Kelley Joe A r Broad....798-J
Old Mission The 782 Monterey....667
Olexiewicz Edw r 1344½ Pacific....2832-W
Olgiati Clara r Foothill Blvd....1164-R
Olgiati Robert 1019 Court....1055
Olgiati Robt r Johnson Av....2546-M
Olive Geo M r 1624 Mill....3074-J
Oliveira M M r Serrano Dr....2383-M
Oliver W H Dr chirprctr 1303 Garden....988
Ollie's Beauty Salon 1112 Garden....737
Olsen Lorene P r 1306 Essex....2228-M
Olson Arthur G r 282 SntaRosa....2756-M
Olson Thor O r 1434 Higuera....2098-R
O'Mahoney James r 858 Toro....1884-R
Ontario Hot Springs Pismo Rd....7-R-2
Ooley E H r 1373 Frederick....2108-W
Openshaw Stella r 575 Buchon....198-W
Optical Supply Co Tower Bldg....2140
O'Reilly Anita r Camp Sn Luis Obispo....3126-W
O'Reilly E L Standard Motrs & Equip Co
1701 Monterey....3144
O'Reilly E L r
Call "Long Distance" for....Atascadero-109-J
O'Reilly E M r 941 Ida....2023-R
O'Reilly G Pat r Camp Sn Luis Obispo....19-J-13
O'Reilly Mary A r Monterey & Murray....545
O'Reilly P J Mrs r 2028Murray....2788
O'Reilly Tim r 700 Grand Av....3170
O'Reilly Timothy I Buck&O'Reilly Bank ofAmerBldg....890
O'Reilly's Golden Rule Serv Sta & Auto Court
Monterey & Murray....545
Ormonde C r 381 NBroad....2264
Ormonde Manuel r Hwy 101....240-M
Ormonde Martha C r 254 Sandercock....2463-J
Ormonde Mary r 251 Sandercock....2605-J
Orr Hazel I r 2006 Chorro....1531
Orr O C r 1541 Nipomo....1191-W
Ortiz Julius r French Rd....2227-J
Orvis Harry J 1034 Peach....1366
Orvis Wm r Snta Rosa Pk Homes....1756-W
Osborne Margaret r 750 Leff....1476-M
Osborne R W r 1807 Corralitos....2848-W
Osgood Earl J r 344 California Blvd....107-R
Osgood Elwood I r Yoakum Tract....2641-W
O'Shaughnessy H r 1635 Garden....897
Osos Liquor Store 1601 Osos....42
Ostrander Wm r 2871 Broad....1703-W
Ostrem T J r 1634 Morro....1738-J
O'Sullivan Delia Mrs r 1154 Mill....1185-J
O'Sullivan J J Co shoes 741 Higuera....789-W
Oteri Wm R r 492 Leff....1892-W
O'Toole Thos P r 547 Mitchell Dr....694-J
Ott Margaret r 1070 Palm....
Otto Richard S Baywood Pk Estates
Baywood Pk....26-R-1
Ousley J J r 1043 Marsh....625
Outland Robt M r 1312¼Broad....2266-W
Overall Oliver r 671Morro....435-M
Overall Wesley R r YoakumTract....289-J
Overland J H r 1324-1st....1590-M
Overman N E r 535Hathway....129-W
Overton Jas L r 931 Branch....2284-J
Owen Elbert r Baywood Pk....25-R-3
Owen Fred W r 629Branch....2182-R
Owen Lee W r 215 Branch....1096-M
Owens Taxi 867 Higuera....1930
Owens Wilber r 165 Brook....909-M
Owl Cleaners 2144 Broad....2076-J
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Rogers Wilmer C r 507 Caudill....2751-R
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Roza Arthur r 785 Morro....3077-J
Roza J P r 463 Pacific....893-J
Roza Joe P r 463½ Pacific....1803-M
Roza L F r 966 Murray....2676-J
Ruby's Beauty Salon 684Higuera....464
Ruckman T H r 1140 Upham....238-J
Ruda A r See Canyon....2-F-14
Ruda A E r Avila....2-J-12
Ruda E B r Avila....37-J-3
Ruda Edwin C r 1721 Snta Rosa....137-W
Ruda Georgia r....33-R-1
Ruda Joseph B r See Canyon....18-J-3
Rude Elmer E r 345Branch....378-W
Rude Mary E r 215 Beebee....2230-R
Rudolph H W r 681 Howard....2149
Rudolph Wayne r 863 Palm....2745-J
Ruiz John J r 603 Henderson....2637-R
Ru-Mae Shoppe 1123 Chorro....1718
Rumley D K r Grand Av....2699-J
Runge Helen D Mrs r 1426 Marsh....1667-J
Runner J F r 761 Grand Av....3074-R
Runner John F Buck & O'Reilly Bank of America Bldg....890
Runston E J r 1521 Monterey....747-M
Ruse C L r 335 Toro....2752-R
Russell Ann r 1341 Osos....153
Russell Dorothy B r 582 Snta Rosa....2433
Russell Elmer L r 862 Toro....1315-J
Russell Isabella r 1034 Church....1065-J
Russell J H r 521Higuera....1183-R
Russell's Union Station 339 Marsh....941
Rustin Pete E r 676½ Toro....1528-M
Ruth W M r 1124 Nipomo....2649-M
Rutherford Helen r 369 Chorro....1841-W
Ryan G A r 123 Stenner....2390-W
Ryan John E r 1396-2d....1777-M
Ryan Verna r 1145 Marsh....1752-M
Ryan W Mrs r 203 Price....408-W
Ryan W C r 649½Mitchell....2427-J
Rydelius Galen r 635 Lawrence Dr....2239-W

S

S & H Green Stamp Store Sperry & Hutchinson Co The 778 Marsh....3083-W
S L O Broadcasting Co 1130 Garden....3171
S L O Co Tuberculosis Assn 1024Chorro....1048
S & W Service Vachell Ln....1506
Sadler Urban J r 774 Marsh....1583-J
St Clair C D r 865 Snta Rosa....353-J
St Clair Jas S r Poly Vw....1474-W

St Clair W M r 662 Islay....1239-J
St Clair's News Depot 1015Chorro....152-J
St John Lulu r Avila....16-J-1
St Judes Convalescent Home 535 Islay....2569-R
St Stephens Episcopal Church Rectory 1334 Nipomo....1864
Guild Hall Pismo & Nipomo....1442-W
Sales O M r 1227 Mill....1231-R
Salisbury Winifred r 1617 Chorro....1353
Salmen Margarette r 667 Leff....2996-J
Salmina M G r 891 Nipomo....1286
Salmina Sabina r 887B Nipomo....165-M
Salter M H r 811 Mission....484-W
Salters Ruby r 1720 Johnson Av....3166-W
Salyer Edison r 725 Johnson Av....1595-R
Sandberg Rosabelle r 857 Leff....1899-J
Sandercock N W r 591 Islay....820
Sandercock Transfer Co 1708 Beach....19
If no answer call....2846-J
If no answer call....1288
Sandercock Warren r 1645 Nipomo....1288
Sanders D r 1243 Palm....1133-J
Sanders Harry D r 127 Price....263-R
Sanders Lucille M r 1599 Murray Av....1586
Sanders S C r 969 Islay....2821-J
Sanford W A r 559 Morro....912-J
Sankoff Leo r 1401 Foothill Blvd....585-W
Sanlo Wholesale Meat&Cold Storage Co 340Higuera....482
San Luis Ambulance Service 865 Morro....887
San Luis Amusement Co 983 Chorro....66-W
San Luis Brake & Tire Service 751 Marsh....2380-M
San Luis Brick Wks Ofc 2900 S Broad....997
San Luis Brokerage rl est 1118 Garden....308
San Luis Cafe 1015 Chorro....881-W
San Luis Cleaners 1124 Broad....898
San Luis Clinic Osos & Pacific....3041
San Luis Clinic Pharmacy 990 Pacific....3041
San Luis Cyclery 1239 Monterey....876
San Luis Electric & Heating Service 715 Higuera....561
Between the hours of 6 PM&8 AM&on Sundays& holidays call....2614
San Luis Feed Co 305 Higuera....655
If no answer call....1080
San Luis Fish Co Avila....1-R-2
San Luis Fish Co Avila....8-R-22
San Luis Garage 1044 Monterey....3133
San Luis Garbage Co 1827 Broad....1672
If no answer call....1680
San Luis Ice&Cold Storage Corp 1409Walker....67
San Luis Janitor Service 650 Graves Av....3075-W
San Luis Jewelry & Loan Co 974A Monterey....2958-W
San Luis Market Retail Dept Morro&Marsh....61
San Luis Merchant Police & Detective Agcy 1130 Walnut....409
San Luis Mill & Lumber Co 246 Higuera....624
San Luis Motor Co 1144 Higuera....3044-W
San Luis News Agency 987 Monterey....477
San Luis Nursery Pismo Hwy....320-W
San Luis Obispo City of
City Clerk 738 Pismo....15
City License Tax & Water Collector 738 Pismo....544
City Police Dept 738 Pismo....31
Engineer's Office Pismo....947
Fire Dept Garden & Pismo
Fire Calls Only....5
All Other Calls....2668
Park-Playground & Recreation Commission 864 Snta Rosa....492
Police Judge 981 Monterey....254
Public Library N Broad&Monterey....2606
Santa Barbara Av Yard Snta Barbara Av....2681-W
Sewer Farm Portuguese Flat....213-J
San Luis Obispo City Schools
Bus Garage & Maintenance Shop Marsh....2095
Emerson School Kindergarten Bldg Nipomo....805
Fremont School Peach....1236
Hawthorne School Story....2071
Jr High School Marsh....2070
Kindergarten School Buchon....1589-J
Senior High & Junior College Marsh....663
San Luis Obispo County Farm Bureau 1235 Monterey....2790
San Luis Obispo County of
Agricultural Commissioner 1025 Palm....1344
Airport Edna Rd....2977
Assessor's office Court House....777
Auditor's office Court House....1484
Child Guidance Center Court House....2974
Children's Home Sunny Acres....829
Clerk's office Court House....76
Constable Court House....2100
If no answer call....2850
Coroner 508 Higuera....33
If no answer call....2850
Court Reporter Court House....579
Custodian CourtHouse....1831
District Attorney office Court House....1683
Farm Advisor 997 Monterey....52
Garage 1330 Monterey....741
General Hospital Johnson Av....1500
Nurses Home Johnson Av....1822
Health Dept 1009 Morro....2982
Home Demonstration Agent 997 Monterey....52
Housing Authority 1185 Islay....2652
Justice of Peace Court House....415
Jackson Paul K Justice of Peace Court House....415
Residence....822
Law Library Court House....1145
Library Court House....1157
National Farm Loan Association 1123Garden....1386
Planning Commission 967 Osos....558
Probation Officer Court House....3161
If no answer (Toll) call "Operator" for...Cayucos 59
Psychopathic Ward Johnson Av....518
Public Administrator 508 Higuera....33
Purchasing Agent Court House....778
Recorder office Court House....617
Road District No 3 447 Snta Barbara....2417
Sheriff's Office Court House....2850
Sheriffs Sub Station Avila....7-J-2
Social Welfare 1235 Morro....1797
Supt of Schools Ofe Court House....1907
Superior Judge Court House....3161
Supervisor's Chambers office Court House....76
Surveyor & Engineer Court House....788
Tax Collector office Court House....138
Treasurer office Court House....305
Tuberculosis Sanitarium Johnson Av....1818
Veterans Service Office 967 Osos....1082
San Luis Obispo Production Credit Assn 1123Garden....1386
San Luis Optical Dispensary 846 Higuera....1308
San Luis Sanitation Service 1130 Leff....1124
San Luis Sterilization & Mattress Co Buchon&High....405
San Luis Tallow Works ClarkField....2646-W
San Luis Wall Paper&Paint Store 1126Broad....1072-R
San Luis Welding Works 960 Nipomo....1098
If no answer call....1747-M
San Luis Yacht Club Avila....32-R-12
Santa Barbara Co Farmers Mutual Fire Assn 1016 Court....1380
Santa Fe School Pismo Hwy....7-J-1
Santa Rosa Shell Service 1095 Monterey....1030
Santa Rosa Street Market Mill&Snta Rosa....326
Santos Andrew r 2066 Chorro....1028-W
Santos Berla r 526 Higuera....1304-M
Santos Flora G r 463 Islay....1214
Santos Lewis r 653 Caudill....2597-M
Sarber John r 868 Mill....2989
Sarina Leon r 221 Sandercock....2497-R
Sarmento Don r 476 Buchon....2326-M
Sarmento John E r 303 Branch....1425-W
Sarmento Manuel r 333Branch....2671
Sarmento Pete r 478 Snta Rosa....933-R
Sarter L A r 1528 Nipomo....1733-M
Sauer A Co grocery 848 Monterey....27
Sauer Arthur r 1951 Monterey....366-J
Sauer Clara E r 1205 Chorro....111-J
Sauer F G r 1380 Broad....247-J
Saunders R W r Snta Rosa Pk Homes....1129-R
Savio V r 448 Dana....1665
Sawyer Jas F r 2305 Johnson Av....90-R
Scamara A r 340Pismo....2118-J
Scamara A L r 310 Higuera....3036-M
Scaroni N Mrs r 923 Murray....2732-W
Schad E A r 1428 Nipomo....2610-R
Schaub J G r 1134 Palm....2719-M

Scherer W F r 1344 Pacific....554-R
Schinbine H E r 1121 Islay....2622-M
Schlegel C J r Avila Rd....18-J-12
Schlicht Anna C Mrs r Cuesta Rd....651-R
Schliem Norma Bell r 1691 Hillcrest Pl....2102-J
Schmeer Betty r 1134 Palm....2273-M
Schmidt Arthur r 525Dana....2009-W
Schmidt Oscar r 1267 Murray....612-R
Schmidt Victor L r 331 Hathway....2789-R
Schmidt W A Seven Up Bottling Co 1022Leff....1443
Schneider W H r 370 California Blvd....793-R
Schoening Kenneth r 1307 Morro....2357-W
Scholefield & Co accts & audtrs
Bank of Amer Bldg....2255-W
If no answer call....3192-J
Schopper Q A r 1707 Snta Rosa....608-M
Schroetlin Hattie r 1203 Buchon....2163-W
Schrouder Esther L r 544 Higuera....1742-J
Schultz Lloyd E r 1376-2d....1595-M
Schultz S C r Morro Rd....2046-W
Schulz Harry E Kipper's 853Higuera....207
Schulz Harry E r 1750 Corralitos....489-J
Schulze Bros clothing 782 Higuera....364-J
Schulze C L r 641 Islay....1641
Schulze W H r 1339 Higuera....227-W
Schurtz Ellen C r 535 Sandercock....1144-M
Schurtz Ralph r 874Upham....2893-J
Schwafel E C Engine House 480 Pacific....233-W
Schwafel P r 1233 Beach....301
Schwarz F W r 456Leff....2424-M
Schweizer J F r 56 N Broad....2257-W
Sciaroni Bob r 861 Pacific....2340-W
Scileppi Frank P r 911 Branch....971-W
Scott Distributing Co 725 Pacific....1442-J
Scott Ernest E r 729 South....2640-J
Scott Francis R Scott Isabel A 2358 Johnson Av....2091-R
Scott Frank r 1415 Nipomo....2996-R
Scott Geo T r 651 Brizzolara....313-R
Scott Isabel A pub acct 2358 Johnson Av....2091-R
Scott Leland r 419 Branch....2969-W
Scott Lorin M r 479 Chorro....2857-W
Scribner L B r 477 Buchon....2204-J
Scroggin Lucy r 1178 Pacific....1204-M
Sczepanski Milton r 1422Garden....2894-R
Seaback Albert R r 220 Harris....631-M
Seaback Eva H r 513 Sandercock....1072-W
Searcy Paul r 1681 Phillips Ln....3074-W
Sears Market 700 Marsh....2180
Sears Robt R r 495 Chorro....2944-M
Sears Roebuck & Co retail store 879 Higuera....760
Seaside Oil Co Pismo Hwy....1396
Seaside Truck Service Cafe Pismo Hwy....1951
Sebastian M r 321 Snta Rosa....2971-J
Sebastian T Santa Rosa Street Mkt Mill&Snta Rosa....326
Residence 1604 Hillcrest....498
Security-First National Bank of L A 799 Higuera....397
Security Title Ins & Guar Co 1119 Chorro....1015
Sederberg L E r Cuesta Rd....12-R-3
Seeley Charles L r 1140 Islay....1301
Seger Chas r 1343 Sidney....2475-J
Seger Chas E optmtrst 1231A Garden....1863-J
Self Service Laundry Foothill & N Broad....297-J
Selhorst F V r 1521 Morro....2831-M
Sellars Harry H r 874 Center....2414-J
Selvage Alfred F r 2014 Fixlini....1521-J
Semans Hubert H r 69 Benton Wy....1116-R
Senter Harvey r 483 Mitchell Dr....2616-R
Serafin Harry E r 2336 Johnson Av....2739-W
Serafin's Body & Paint Shop 865 Palm....1250-J
Serpa Enos V r 486 Buchon....989-R
Serpa Mary Mrs r 963 N Broad....281-J
Serrano Clofas Mrs r N Broad....1068-J
Serrano Flora Mrs r 1220 Marsh....328-J
Servatius Owen L r 1310 Murray....258-R
Serv-Ur-Self Laundry Surv-Ur-Self Landry
183 Higuera....1932
Sessions Alanson r Baywood....25-J-2
Seven Up Bottling Co 1022Leff....1443
Severietti Victor r 671 Pismo....2610-M
Shadow Arts Studio Wickenden Bldg....431
Shaeffer Fred A Avila Court Avila....16-R-12
Shanghai Low 830 Palm....2080-W
Sharp S T r 1043 George....963-J
Sharpe Norman r Ferrini Rd....3158-W
Shatford Ada Mrs r 1746Johnson....1816
Shaw E N r 559 Kentucky....258-M
Shaw J K r 120 Crandall Wy....2375-J
Shawhan Maude E Mrs r 657 Leff....2478-W
Sheehy Tim r 762Lincoln....979-R
Sheets Maxine r 1070 Grove....2844-J
Sheff Marie I r 1518 Carmel....2589-W
Sheffer A E r 1365 Palm....877-R
Sheffer Marguerite r 128 N Broad....1010-R
Shekell G A r 663 Woodbridge....2578-M
Shelby R W Waldorf Cafe 975 Osos....1002
Shelby R W r 1344 Higuera....2320-J
Shell Oil Co Inc ofc Poly Rd....98
Shell Service Station 1200Monterey....2942
Shepard Vard M r 148 N Broad....440-W
Shephard Carl R r 743 Buchon....1271
Shepherd Louis P r Poly View Homes No 191....3058-J
Shepherd Saml E r 970 Rachel....2769-M
Sheriff Office Court House....2850
Sherlock R W r See Canyon....18-R-11
Sherman Edw C Jr MD Hagen Treadwell Sherman &
Gaebe 1215 Chorro....1782
Residence 358 California Blvd....2043
If no answer call....1062
Sherrill Ray r 1688 Mill....2838-J
Sherwin LeRoy O r 973 Snta Rosa....691-J
Shesler Franklin B r 190 Poly View....3058-R
Shiffiette Wm B r 1147Pismo....1057-J
Shipley L Earl Rev r 851 Mission....2116
Shipsey Annie Mrs r 1266 Mill....423-J
Shipsey & Rau attys 1041 Chorro....3030
Shipsey W T r 1248 Marsh....2313
Shirley E R r 1165 Buchon....608-R
Sholes Fred r 74 N Broad....1505-J
Short Myrtle r 1624Chorro....1656-R
Short Wm G r 252 Sandercock....2605-M
Shull E D r Edna Rd....1572-W
Shuttleworth Jos W r 683Henderson....2627
Shutts M R r 1305 Palm....928-M
Sides Hap r 431 Islay....2494-M
Siefert Wm H r Snta Rosa Pk Homes....796-W
Sieff Julius A r 1 California Blvd....793-J
Sieff Julius J Perfect Method Cleaners 983 Osos....1787
Siegel Joseph r 866 Pismo....1854-J
Signal Oil Co 1262 Murray....802
Sigsbee Maude r 1635 Garden....2639-J
Silacci Angelina Rusca r 1066Palm....1356-W
Silacci Elmer r 1162Pacific....1310
Silacci Henry Northside Grocery 84 Snta Rosa....465
Silacci Pete Jr r 1430 Garden....1316-R
Silva Cecil r 470½ Pismo....2074-M
Silva Frank W r 1121 Montalban....1640-M
Silva J T r 1941 Monterey....2441-M
Silva Jas R r 556 Mitchell Dr....866-M
Silva Joe r 861 Ida....2208-J
Silva Joe A r Los Osos Rd....29-J-2
Silva Joe D r ReservoirCanyon....651-W
Silva John J r 205 South....2275-R
Silva M C r 796 Christian Av....1643-W
Silva M M r Edna....13-F-12
Silva M T Jr r 197 Beebee....1094-M
Silva Manuel A truckng 200 Higuera....930
If no answer call....2129-W
Silva Manuel A r 741 High....2129-W
Silva Manuel T r 1170 Pacific....1204-W
Silva R J r Snta Rosa Pk Homes....1129-M
Silva Violet r 972 Snta Rosa....3071-J
Silva W G r Pismo Hwy....7-J-11
Silva's Tractor Service 211 Harris....2468-R
Silveira A F r 1519 Nipomo....151-W
Silveira Antonio F r 1052½ Peach....1777-R
Silveira Frank r 610MtView....776-M
Silveira Joaquin r EstradaGardens....651-M
Silveira John F r 685 Snta Rosa....2288-R
Silver Jack r 605 Sandercock....2252-M
Silver L P r 1148 Olive....1737-W
Silver Morris Z r 1352 Palm....2727-R
Silvera Geo r 141 Beebee....2603-W
Silveria Frank J r 205 Hutton....910-W
Silveria Frank P r 890 Mill....2944-J
Silverio Gregory r 1015 Nipomo....1115-W
Silvia Frank D r 1491 Upham....1289-R

Simas Jos r Avila....33-R-21
Sime Mike r 1474 Upham....2353-R
Sime W B r 1042 Foothill Blvd....265-W
Simmons M F r 2150 Monterey....1131-M
Simon Levi Co Ltd food prods 668Upham....1894
Simpson Carl E r 1169½ Leff....3078-W
Sims Arthur F r 1555 Mill....2962-R
Sims C J r 810 Sandercock....1127-J
Sinclair LeRoy J r 1556 Monterey....888-M
Sinclair W B r 1120 Marsh....512-W
Sinclair's Jewelry 1044 Chorro....1482
Singer Sewing Machine Co 733 Higuera....3027-W
Singleton Virginia A MD 1170 Marsh....3135
Residence 1841 Morro....2980
If no answer call....2827
Sinsheimer A Z r 1020 Marsh....163
Sinsheimer Bros
Rancho La Lomita Edna Rd....6-J-21
Avila Ranch Avila Rd....18-J-1
Sinsheimer Bros ofc 849 Monterey....18
Dry Goods Dept 849 Monterey....143
Grocery Dept 849 Monterey....144
Second Floor 849 Monterey....143
Sirbeck Jimmie Mrs r 865 Morro....2659-W
Sister's Inn 208 Higuera....155
Sitton Ed r Avila....9-J-3
Skeen V E r 1319 Beach....2074-J
Skinner Anna E r 235 Cypress....186-J
Skinner Robt L Dr 1404 Broad....487-W
Skinner W W Jr r 671LawrenceDr....1805-W
Slater C H S L O Co of Assessor's Ofc CourtHouse....777
Slater C H r 135 Hutton....1155
Slaughter John L r 779 Morro....3077-R
Sleep Off The Hi Way Motel 1000 South....791
Sleeth John A r 1916 Johnson Av....899-J
Small H E bldg contr 1740Fixlini....1730
Smalley G W r 257 Snta Rosa....2608-M
Smart Shoppe 1112 Chorro....1099-W
Smee H E r 855 Venable....2271
Smee Kenneth E r 2356 Johnson Av....2484-M
Smee's Plumbing & Heating Shop 1302 Osos....766
If no answer call....2694-J
Smile Inn 101 Hwy....213-W
Smith A R r 559Marsh....1516
Smith Ann E Chr Sci pr 383 Toro....1221
Smith Annie L r 1420 Palm....888-J
Smith Arthur R grocery 2630 Broad....1532
Smith C H r 824 Meinecke....913-W
Smith C L r 1302 Marsh....566
Smith Chas E r 879 Islay....1522-M
Smith Clara J r 881 Morro....1038-W
Smith Clifford Jay r 904MeineckeAv....430
Smith E Taylor hemstchng 1035 Murray Av....235
Smith Elmer Typewriter Shop The 1014 Court....127
Smith Ethel r Baywood Pk....24-J-12
Smith F L Mrs r 574 Islay....1445-R
Smith Frank M r 1320 Osos....1761
Smith Geo J Mrs r 966 Rachel....2024-J
Smith Jas Barry MD 1405 Garden....1411
Residence 397 Lincoln....1652
Smith Jas S r 480 Chorro....2944-R
Smith L C r 1881 Corralitos....3099-M
Smith Len L r Los Osos Rd....23-J-13
Smith M J mgr Levy A & Zentner J Co
303 Higuera....1381
Smith M J r 383 Toro....1221
Smith Mary Hammack r 656 Monterey....433-M
Smith Melvin T r Sweeney Ln....1668-M
Smith Merritt B Mrs r 111 Story....588-J
Smith R M r 487 Chorro....2711-M
Smith Storrs H r 250 Grand Av....1622-W
Smith Stratton r 319 High....454-W
Smith Thos G r 21 Mt Pleasanton....2066-M
Smith Thomas L r 1802 Broad....860
Smith W R Jr r 22 Snta Rosa Park Homes....1023-R
Smith Walter V r 1131 Olive....933-J
Smith Wm T pub steno 2277 Johnson Av....505
Smithson J P r Edna Rd....2722-R
Snell Phyllis G r 672 Pismo....1726-R
Snow John K r 965 Murray....1660
Snowman Wm r 600 Snta Barbara Av....2327-J
Sno-White Creamery 888 Monterey....1872
Soldovini Ambrose B r 955 Branch....2933
Sellers Gladys R Mrs r 970 Snta Rosa....3071-W
Solomon M L r 851 Leff....1870-J
Sontag Rose C r 1843Hayes....1119-R
Soper E W Mrs r 2040 Broad....1690-W
Soper Floyd W Odd Fellows Cemetery....960
Soper Martha M Mrs r 1809 Garden....2730-R
Sorenson Frank r 239 Beebee....2673
Soroka Joe r Los Osos Rd....30-J-12
Soto Barney Pac Mutl Life Ins Co 1035 Chorro....1609
Soto Barney r 1483 Mill....1937-J
Soto Danny r 687 Islay....945-R
Soto Galle r 951 Swazey....2065-W
Soto Gregg P contr 1119Fig....2279-W
Soto Rita r 697 Higuera....2171
Soto Val r 618 Kentucky Av....2888-R
Sousa Alvin r 595 Leff....2162-W
Sousa Lillie r 1629Garden....2639-W
Sousa M A r 1510 Broad....696
Sousa Mamie r 680Buchon....2006-J
Southern Counties Gas Co
Office 1141 Chorro....16
If no answer call....490
Plant Broad....490
From 5 PM to 8 AM on Sundays & holidays
call....2350-J
If no answer call....2424-R
From Morro Bay Exchange only (No Inter-City
Charge) Ask "Operator" for Entrprise-10206
Southern Pacific Co Railroad Av....2500
Southern Pac Milling Co
Lumber & Mill Dept Snta Barbara Av....2200
Concrete Plant Santa Barbara Av....2203
Southside Grocery 100 Higuera....1795-R
Southwest Airlines Downtown Ticket Agency
987 Osos....418
Southwest Airways County Airport....2254
Souza Bernard J r 190 Brook....909-R
Souza Tony F r 1618 Carmel....2634-M
Sowash Geo r 1990Johnson....1846-J
Sowles Dorothy Pepper Inn Pismo Hwy....1965
Spangler L S r 2603 Broad....680-M
Sparks Beatrice Anderson Hotel Beauty Salon
963Monterey....964
Sparks C M r 667 Howard....1493-W
Sparks V D r 954 Murray....2459-J
Sparks W J r 2069 McCollum....2637-W
Spaulding J T r 1283 Frederick....3091-M
Spears Lillie M r 2131 Essex....380-W
Speer Robt r 487Marsh....1189
Spellman Cleve A r 138 Villa....2027-M
Spellman Robt r 655 Kentucky Av....1493-M
Spence A F r 754Lincoln....2857-M
Spencer S r 857 Snta Rosa....694-W
Sperlo John r 1341 Higuera....1007-M
Sperry & Hutchinson Co The 778 Marsh....3083-W
Spillers Harold D r 335 High....1210-W
Spink & Co gar 15 Higuera....3169-J
Spink Ray r 1520 Palm....1347-W
Spinney H L dntst 1343 Chorro....834
Spinning Wheel Upholstery 1150Peach....1250-W
Spohn E R r 1236 Stafford....2726-M
Spooner A B Jr r EdnaRd....15-R-2
Spooner C R r 1088 Foothill Dr....5-F-12
Spooner Q G r 451 Chorro....268-J
Sportman's Store 869 Higuera....2520
Spotless Cleaners 385 Higuera....517
Sprague Walter r 850 Leff....467-W
Spreafico Romeo r Pismo Rd....7-J-13
Spring A F r 480 Pismo....1078-W
Spurgeon Herman r Johnson Av....2484-R
Spurlock Seafood Market 680 Higuera....136
Spurlock W A r 609 Snta Barbara....807-J
Spurlock W T r 605 Snta Barbara Av....1826-W
Squires O J r 1038 Palm....1356-M
Stackhouse C H r Baywood Pk....27-J-2
Stafford A E r 964 Rachel....1764-M
Stafford Howard C r 236 Branch....1096-J
Stag Billiard Parlor 956 Monterey....202
Stairs Jas W r Morro Rd....1569-W
Stalford W E r 1406 Morro....1540-W
Stall Robt W r 1230 Higuera....2547-R
Stalnaker I H r Avila Rd....7-F-12
Stalnaker S H r 2367 Lawton Av....209-J

Standard Auto Parts auto equip 1085 Higuera....1200
If no answer call....564-W
Standard Liquor Store 875 Monterey....1120
Standard Motors & Equipment Co
1701 Monterey....3144
Standard Oil Co of Calif Hathway Av....2316
Standard Stations Inc
No 343 1066 Monterey....731
No 3280 1741 Monterey....1004
Staniere Tom men's wear 1016 Morro....225-J
Staniere Tom r 748Grove....995-J
Stanley Lloyd L Col r 1050Palm....2120
Stapp Gholson r 1057 Buchon....276-M
Stapp W E r 1341 Sydney....2680-R
Star Auto Court PismoHwy....872-W
Starbuck Harry r 2552Lawton....2737-J
Starbuck's Market 707 Snta Barbara Av....1954
Starkie Alf r 697 Chorro....2842-W
State Farm Insurance Companies 1016 Court....1380
Stavish J Mrs r 875 Rougeot....2653-J
Steach Frank J r 1120 Leff....3067-J
Steele Robt L r 1606 Johnson Av....1011-M
Stefancich F R r 726 Upham....1104-R
Steiner Ernest A r Campus Wy No 3....713-J
Stephan George E exectv dir Hseing Authority of San Luis Obispo County 3201 Pine Paso Robles
Call "Long Distance" for....Pso Robls-749
Stephens J M r 68 Mt Pleasanton....1207-W
Stephenson G B r 1204Upham....1895-W
Stern Milton J r Bayview Hgts....23-J-11
Stevens Joe r 658 Pismo....345-W
Stevens R E r Graves....1430-J
Stevenson Ellen M Mrs r 978 Chorro....358-J
Stevenson Frank V r 1425 Foothill Blvd....2973-R
Stewart Edw r 492 Leff....1283-W
Stewart Josephine r 503 High....2620-J
Stewart Mary E r 1305 Palm....148-R
Stewart Sam Ella r 154 Higuera....1679-M
Stewart W E r 1684 Fairview....1463-J
Stick John r 111 Story....588-J
Stiefel Sam r 62 Benton Wy....666-R
Still Fred R r 739 Pacific....2963-W
Stillwell John W r 447 Lawrence Dr....376-J
Stinson Archie C r 2990 Walter Av....2720-R
Stinson Poultry Service 241 Pismo....2404-J
Stocker Cecil E r 140 Grand Av....2699-M
Stocking Leslie H r Snta Rosa Pk Homes....1835-J
Stockird Les E Bachino&Stockird 740 Higuera....393
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Stoddard Robt W Mrs r 492 Leff....1743-W
Stokes Dorothy E r 535Hathway....129-W
Stokx A E r 751 Branch....1027-J
Stolz Bert r 762 Higuera....1267-J
Stone Albert H r Baywood Pk....22-J-22
Stone L C r 4 California Blvd....977
Stornetta A r Edna....17-F-5
Stornetta Louis P r Edna....17-F-11
Storni A N r 952Mill....2653-W
Storni C J r 772Essex....1590-W
Story George Mrs r 1342 Garden....1316-J
Stover Lewis r 1047 Palm....650-J
Stowe C D r 1641Hillcrest....1517
Stowe Trailer Sales 996 Marsh....2701
Stoy Edward G r 101Hwy....10-R-3
Strader C R locksmith 1131 Garden....984-W
Residence 2647 Lawton....984-R
Stradtmann Loise A r 781 Marsh....2136-W
Stranahan Robt E r 1824 Hayes....382-M
Stratton Richard H r 239 N Broad....1244-W
Streysman E J r 1730 Johnson....1508-M
Strong Robt D r 386 California Blvd....2330-J
Strong's Cleaning Works 659 Higuera....236
Strout Realty 2056 Chorro....3051-W
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Studle Leo r 497 Islay....1743-J
Stumpf Edith Margaret r 738 Higuera....1219
Sudbury J R r 2430 Lawton....1468-J
Sue's Sundries 1634 Osos....2565-J
Sullivan Geo A r 522 N Broad....1564-J
Sullivan Lillie r 622 Brizzolara....2265-M
Sullivan R W r 66 Mt Pleasanton Dr....1754-W
Sullivan Robt E r 1730 Johnson Av....3166-J
Summer E H r Baywood Pk....39-J-13
Sumpter Evelyn Mrs r 879½ Morro....2281-W
Sunbeam Motel 1656 Monterey....924-W
Sundquist Henry r 740 Christian....2762-J
Sunnyside School Los Osos Rd....36-J-1
Surge Dairy Service 711 Monterey....468-J
Surv-Ur-Self Laundry 183 Higuera....1932
Sutherland Florence r 784 Snta Rosa....1205-W
Sutherland Wm W r 975 Murray Av....2350-J
Sutter John H Mrs r 1439Peach....1842-M
Swack J r 1331½ Carmel....2875-W
Swader Carl M r 1804 San Luis Dr....3040
Swain Arthur D r 1211 Pismo....159-R
Swain Irving r 1022 Grove....1796-R
Swain Vernon R r 758 Grove....905-J
Swan E M Mrs r S Hwy....3084-M
Swank Max K r Monterey Heights....1996-R
Sween Harold r 382 Broad....1466-M
Sween Jack r 731 Grove....995-R
Sween K A r 1360 Pacific....882-J
Sweeney Edward r 430 Pismo....2085
Sweeney F M r Edna Rd....2274-J
Sweeney John P r 745 Buchon....3061-R
Swinden Ralph V r 567 Marsh....668-R
Swinnerton S M r 552 N Broad....128-J
Swinney Mable Mrs r 657 Mitchell....2086
Sworthout H G r 781 Peach....1478-W
Sycamore Mineral Springs Avila Rd....8-J-12
Sylvester Albert r Avila....16-R-11
Sylvester Antonio r Avila....2-R-4
Sylvester Joe r Avila....16-J-11
Sylvester Manuel r Avila....33-J-3
Sylvester W V r 855 Rougeot Pl....2191-R
Symons Fred H r 133 Cypress....495-W

T

Taber Saml D r 2181 Sierra Wy....2351-J
Taff H L r 1028 Pismo....831
Taft O L r 512Dana....2564-W
Tagliabue W F Capt r 795 Johnson Av....2498-W
Takken Harry W r 1025 Marsh....1275-J
Taku Karl r Edna....6-J-1
Talbot Parker S L O County of Farm Advisor 997 Monterey....52
Talbot Parker r 1343 Pacific....1060
Talbot Z r 1551 Palm....1996-J
Talbott M M r 789Toro....1192-W
Tallman Dan r 591 Buchon....1570-J
Tallman R W r 130 Orange Dr....150-W
Tamo E J Mrs r 2651 Lawton....2737-W
Tamo Virginia r 1143 Walnut....781-W
Tanner Herbert E Lt r Camp Sn Luis Obispo....20-J-13
Tanner Paul O r 911 Branch....971-R
Tanore Leslie E r 175 Brook....2609-W
Tanore Marcus C r 171 Brook....909-W
Tappa Milo r 687 Islay....2322-R
Tappa Roy r 1263Pismo....1807-M
Tarbell Douglass r 1107 Foothill Blvd....2524-M
Tartaglia F W r 756 N Broad....1130-J
Tartaglia Henry C r 626 N Broad....605-W
Tartaglia Henry W r 149 Ward....2048-R
Tartaglia Mattie r 870N Broad....2878-W
Tarwater Clara r 1119 Osos....1844
Tasty Coffee Shop 895 Higuera....847
Tasty Products 719½ Higuera....285
Tatjes Thora Mrs r 203 Cypress....2605-R
Taves Frank r 1142Montalban....2262
Taylor Alex r N Broad....1847-W
Taylor C Edw Dr r 1565 Fairview....2866-J
Taylor Edw T r 1113 Marsh....742-R
Taylor J L r 664 Pacific....2799-J
Taylor Jeanette r 1179 Pismo....159-M
Taylor L E r Los Osos Rd....242-J
Taylor Robt D r 460 Dana....3064-R
Taylor S L r 785 Islay....1197-W
Taylor W J r 1493 Higuera....2198-R
Teach C E supt San Luis Obispo City Schools Marsh....663
Residence 691 Grove....1336
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Technocracy Inc Rd 12035 545 Islay....2342-W
Ted's Mobil Service 1099 Marsh....2778
Teeple Larry r Ferrini Rd....2135-J
Telegram Press 1240 Morro....1399
Telegram-Tribune Co 1240 Morro....900

Telephone Company
see Pac Telephone & Telegraph Co The
Ten-Twenty-Three Club 1023 Morro....1170
Tercis Frank r 479 N Broad....2587-W
Tereil Dani r 1527 Morro....2831-R
Terra Samuel r 469 Dana....1339-W
Terril Bettijane r 236 Grand....725-J
Terrill R r 782 N Broad....120-J
Texas Co The Distr Stenner....1140-W
The Palms gift shop 676 Monterey....1655-W
Theroux J H r Avila....16-J-3
Thoma C W r 624 Grand Av....2862-W
Thomas A S r 384 Marsh....864-J
Thomas Al Ocean View Tavern Avila....8-J-3
Thomas Carl r Snta Fe Rd....15-R-12
Thomas Frank r 2038 Murray....3034-W
Thomas Lois r 741 Francis Av....2559-R
Thomas Oma Mrs r 1023 Leff....815-J
Thomas Ranch Santa Fe Rd....15-R-12
Thomas Roy G r 279A Branch....2679-R
Thomas Russell J Coast Counties Adjstmnt Bur 777½ Higuera....399
Thompson D E r 695 Pismo....379-R
Thompson Edwin P r Edna Rd....757
Thompson Fred D r 1154B Peach....2874-R
Thompson G F r 432 Buchon....551-M
Thompson J I r 106 Snta Rosa....1215-M
Thompson Jas J r 193 California Blvd....5-F-11
Thompson Olive L r 1141 Pacific Av....510-J
Thompson T B rl est 1013 Chorro....1875
Thompson W D r 1238 Foothill Blvd....2973-J
Thompson Wm S r 985 Pismo....1125-J
Thomson David H r 1460 Upham....419-J
Thomson Elizabeth K r 1624 Morro....1222
Thomson Glen H auto reprng 1511 Monterey....2581-J
Thomson Glenn H r 532 Leff....2324-R
Thomson J R r 1321 Osos....1740-J
Thomson John W r Monterey Hts....383-J
Thorn Thos F r 522 Higuera....331-J
Thornburgh Grace Mrs ins 855 Monterey....11
Residence 1045 Buchon....276-W
Thorndyke Roger r 681 Kentucky....1878-R
Thorne Al pianos 1867Fixlini....698
Thorne Dan r 2324Broad....2489-W
Thorne Charles K r 612 Mitchell Dr....2771-J
Thorne Helen Mrs r 135 King....2877-M
Thorne Kelsey r 2134 Broad....2327-W
Thorne M Mrs r 2401 Broad....559-R
Thorne W P r 244Lincoln....1139-J
Thornquist Geron r 663 Church....2418-J
Thornton Elmer E r 1144 Walnut....1989-M
Thornton Jule S r 460 Lincoln....1824-M
Thornton Rosalie S r 128 N Broad....1010-R
Three Corner Grocery 1609 Johnson....610-J
Thresh E H r 1862 Fixlini....439
Thresh E H Inc autos 1101 Monterey....102
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Throop Francis H r 1339 Marsh....1462
Thurlow Leonard Mrs r 868 Church....1755-J
Tide Water Associated Oil Co Associated Oil Co Osos & Marsh....727-W
Tiedeman Floyd r 355 Pacific....1958-M
Tiemann A W r Edna Rd....2206
Tiernan Lloyd E r 2065 McCullom....1524-J
Tiessen Nick r 875Mission....2839
Tiffin I S r 1139 Upham....1313-W
Tiffin J I r 1517 Morro....2831-W
Tisdale Charles K r 1672 Fairview....2113
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TNT Hobby Shop 737 Marsh....2380-W
Tober Hugo r 227 Lincoln....666-M
Todd Chas E r 1347A Palm....458-W
Todd Dorothy r 887Nipomo....2856-J
Todd Fred M r 645 Caudill....2597-W
Todd L H Mrs r 1134 Palm....1231-M
Todd Lee L r 625 Mitchell Dr....2427-W
Todd R E r 1028 Palm....1669-J
Todd & Yager Drilling Co 551 Lawrence Dr....675-J
Todd's Bear Service 996 Marsh....3180
Tognazzini Albert Budweiser Tavern 1032 Chorro....1935
Tognazzini Albert Mrs r 774 Marsh....602-W
Tognazzini Elmer r 1019 Peach....870-J
Tognazzini Luke r Edna....15-J-3
Tognazzini Sam r 1022 Mill....590-J
Tognazzini Wilce A r 991 Swazey....1895-M
Toile John G r Yoakum Tract....1668-W
Tolley Ruth r 506 Hathway....765-M
Tomac Martin J r 843 Mission....1114-M
Tomasini A E comprsrs 1922 Johnson....1424
Tomasini Ben r Morro Rd....19-J-1
Tomasini E r 1627 Phillips Ln....2554-J
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Tomasini Luis E r 1637 Broad....1127-R
Tomasini M Mrs r 1132 Buchon....1327-W
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Tomasini Wilmar r 890Mission....2891-J
Tommy's Signal Service 1565 Monterey....302-J
Tom's Texaco Service 1185 Monterey....2405
Tonini Carl F r 226Harris....631-W
Tonini John r 309 Sandercock....1774-W
Tonini John C r Los Osos Rd....29-R-3
Tonini M R r 655 N Broad....2499-W
Torbet John A r 1051 Leff....693-J
Torkelson R A r Baywood Pk....26-J-4
Torrison A L r 382 Toro....1497-J
Toth Albert M r 652 Morro....450-J
Toth Wm J r 1147¾ Leff....1218-R
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Townsend Chas M r 960 Snta Rosa....2731-M
Townsend's Coffee Shop&Cocktail Lounge 990Monterey....1261
Townsley H E r 515 Funston....2616-J
Tracy C F r Orcutt Rd....13-F-4
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Travel Service 987 Osos....418
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Treanor Jesse r 377 Snta Barbara....2702-W
Treasure Chest Baby Shop 1046 Chorro....640-W
Trejo Albert A r 333 Branch....2324-W
Trejo Ramona Mrs r French Rd....2227-W
Trout C E r Los Osos Rd....22-J-1
Trout D B r 2125 Sierra Wy....3154-M
Trout S A r Los Osos Rd....22-R-1
Troutner Bill r 226 Rafael Dr....1010-J
Troy Mfg Co 846 Higuera....867-J
Truchan Frank r 219 Lincoln....2253-W
True Raymond Mrs r 819 Branch....1181-M
True Wm r 1169 Islay....1487-R
True's Tailor Shop 1030 Morro....2507-J
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Tudor W O r 1203 Pismo....1057-R
Tuley W Lloyd r 2024 Osos....212-M
Tully A W r 319½ Branch....2324-J
Turner Alden L r 201 Rincon Dr....2110-W
Turner Geo r Edna Rd....2590-R
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Turney W A r 1740 Osos....2358-M
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Turri Wm r Los Osos Rd....29-J-3
Tuttle Daniel Jr r 1628 Chorro....1656-J
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Umbertis Robt N r 1235 Buchon....1520-J
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United Cigar Store 998Higuera....853
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U S Government
Agriculture Dept of
Agricultural Adjustment Agcy 1530Monterey ..1378
Forest Service 1128 Garden....1426
Army Dept
Recruiting Station U S Army & U S Air Force 884 Marsh....2210
Coast Guard
San Luis Obispo Light Station Avila....14-Y-1
Custom's Service Avila....9-R-3
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Rent Control 774Marsh....2305
Post Office 893 Marsh....684
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1406 Broad....1978
Veterans Administration Field Contact & Training Office 864 Snta Rosa....1234
Universal Auto Parts Co 969 Monterey....1418
Upton J D r 920 High....132
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Vail Jas B r Edna Rd....2449-M
Valentine J C r 1627 Broad....945-J
Vallancey O B r 694 Snta Rosa....1741
Valley C Mrs r 1212 Garden....2661-J
Valley J J r 1410Marsh....1328-J
Valley Electric Co
Ofc & Electrical Dept 851 Higuera....264
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Vandam N E r 1822 Johnson Av....2352-J
Vanderberg R W r 1343 Bishop....2351-M
Vanderberg Ralph J r 440 Kentucky Av....2970-W
Vandergon Jack B r 1121 Peach....481-M
Vanderloo John J r OrcuttRd....4-J-22
Vandrnburg Barney B r Snta Rosa Pk Homes....612-W
Van Epps G A r California Blvd....3150-R
Van Harreveld Donald J r FremontCt....1776-W
VanLeeuwen E G r 1510 Higuera....2795-J
VanMaren Dean r Baywood Pk....25-J-22
VanSchaick J E Mrs r 1603 Higuera....2495-W
VanShaick E C r 531Dana....2770
Van Vechten Olga r 1341½ Higuera....2098-M
Vargas C T r French Rd....2075-R
Varner D r 644 Brizzolara....2265-R
Vaudoit F A r 533 Pismo....894-W
Vaudoit Raymond r 1516 Garden....770-J
Vaudoit Raymond r 779 Snta Rosa....1110-W
Vaught Jas B r 1121 Olive....1513-W
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Vear Matt r Vachell Ln....3-F-11
Vega Jas M r 110 Grand Av....992
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Venema Athleen r 670 Caudill....2439-M
Venus Dorothy r 820 Pismo....1649
Verduin Winnie r 1171 Pismo....2005-M
Vericel Helen r Foothill Blvd....2165-M
Vermazen A J r 1178 Pacific....1617-J
Vermazen J E r 1178 Pacific....1611
Veterans Administration Field Contact & Training Office 864 Santa Rosa....1234
Veterans Cab Co 960 Higuera....845
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Victorino Geo r 603 High....1457-J
Victorino Louis r 1043 Pacific....294-J
Vieira Thos r 2670 Lawton....2737-R
Vierra Amelia Mrs r Portguese Flat Rd....401-W
Vigneau's Jewelry Store 867 Monterey....593-J
Villa Arthur R r 755 Francis Av....2559-J
Villa Ella Miss r 1534 Osos....859-J
Villa Frank A r 807 Francis....532-R
Villa Frank N r 24 Mt Pleasanton....1147-W
Villa Irvin C r 856Mission....2891-W
Villa J A r 767 Francis....532-J
Villa Lloyd P r 687 Islay....2309-R
Villa's Mobile Station Foothill & Morro Rd....2957
Villegas William r 1662 Fairview....1105
Vincent Florence r 2020 Abbott....1485-M
Vinsel Arthur R r 176 Stenner....2256-W
Vinsel Mary E r 235 Sandercock....1712-J
Vinson Dorothy r 1219 Palm....2796-M
Vinson Mamie r 1150 Palm....690-W
Vlaming Jas r Foothill Blvd....3167-R
Vogenson L H r 1405 Ardher....1180-J
Vollmer Ernest real estate 740 Higuera....700
Residence 1116 Pismo....695-W
Vollmer Ernest Jr r 1116 Pismo....670-J
Volock Victor r 130 Price....1719-J
Vorhies R M r 751½ Branch....1546-J
Voris Kenneth R r Snta Rosa Pk Homes....2586-W

W

W O W Hall Assn 1212 Chorro....595-W
Wabbel R M r 2550 Johnson Av....414-R
Wade Chester I r 290 N Broad....2383-R
Wade Kenneth E r 140 Rincon Dr....2110-R
Wade L C Mrs r 670 Buchon....91-M
Wade Martin P r Morro Rd....13-J-13
Wadsworth Green M r 74 N Broad....1505-M
Wadsworth's Market 2161 Broad....2548-W
Wagner A F r 1329-1st....1270-R
Wagner Chas r 860Humbert....2757-W
Wagner Paul I r 1355Pacific....1299-J
Waits Chas C r 2331 Lawton....2332-W
Waldmeier Jas r 368 NBroad....34
Waldorf Cafe 975 Osos....1002
Walker C F r Vachell Ln....14-R-4
Walker E J r 660 High....1512-R
Walker Harold M r 714 High....2418-M
Walker Hilie State Farm Ins Cos 1016 Court....1380
Walker Melvin r 610 Funston....2402-W
Walker R G typewrtrs 785 Marsh....681-W
Walker R G r 1012 Pacific....681-R
Walker Sally M r 1136 Upham....2444-M
Walker's Second Hand Store 1115Broad....2219
Wall Francis F r 1043 Marsh....1778-J
Wall W T r 1151 Murray....2608-W
Wallace A D r 1170Buchon....2601
Wallace A L r 314 Sandercock....1081-R
Wallace Homer M r 355½ Pacific....2075-W
Wallace Robt r Camp Sn Luis Obispo....20-R-12
Walsh John F r 1474 Haskins....2769-R
Walter Bros contr 383 Chorro....2617-R
Walter Charlie Walter Bros 383 Chorro....2617-R
Walter Edwin r 1060Pismo....354-R
Walter Mary r 896 Buchon....216-J
Walters H S Dr phy&surg 759 Monterey....26-J
Residence Lawrence Dr....26-M
Walty Harold r 706 Kentucky Av....645-M
Wandling Harry r 1334 Marsh....2141-M
Ward A E r 440 Higuera....2861-J
Ward Eugene J r 546 Higuera....1742-W
Ward Randol A r 1444 Morro....179-J
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Warden Roy Mrs r 1720 Johnson Av....2834
Wardrobe Fred W r 1239 Stafford....1791-W
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Warren C J r 811 Branch....955-M
Warren Edw C r 1543 Morro....2717-M
Warren H P r 1835 Johnson Av....3059-J
Warren Roy P r 1135Walnut....2242-J
Warta Henry J r 420 Foothill Blvd....2580-W
Warthen B E r 1546 Chorro....1894
Washburn Lester E Mrs r 1760 Johnson Av....2670-W
Wasson J & M Co Vachell Ln....1506
Wasson John Wasson J&M Co Vachell Ln....1506
Waterman Mildred r 466 Dana....413-W
Waters Fred M Palmer-Waters Chapel 1264 Higuera....452
Waterstreet K H r 1305 Sn Luis Dr....489-W
Waterstreet Mildred r 974SntaRosa....148-M
Watkins Owen r 221 Almond....1342-R
Watson Fred r 1421Palm....2416
Watson Fred Cocktail Lounge 1011Higuera....2341
Watson Geo C r See Canyon....18-R-12
Watson J Edward r 858 Chorro....592-W
Watson Kenneth J r Cal Poly Hsing Unit Poly View Homes....1630-M
Watson Wm r 868 Center....2749-W
Watts Howard D r 1607 Phillips Ln....1384
Waymire Jack r 1387-2d....2888-M
Weant Carl A r See Canyon....18-J-11
Weant Everett r Mt Pleasanton Square....1147-J
Weatherbee W M r 1214Mill....1642-R
Weatherford Fred M Rev r 375 Toro....3176-R
Weatherman Thos P r 2620Broad....2274-R
Weathers Rose r 136 Cypress....480-J
Weaver Glenn A r 1852 Fixlini....472-R
Weber Josephine r 943 Snta Rosa....1680
Weber Norman r 1227 Buchon....1762
Webster Dorothy S r 1042 Islay....474-J
Webster Margaret M r 1027 Murray Av....1723-J
Weddell Frank A r 1515 Beach....2656
Weddell W P r 843½ High....1886-R
Weddle Herbert T Jr r 2048 Hope....2637-J
Weekes Besse V Mrs RN r 1440 Upham....2353-M
Weiner Edw r Vetville No 34....2144-W
Weinshenk Elsa M Mrs RN r 1341 Palm....1131-R
Weir C J r 2701 Story....2635
Weir George r 655 Islay....203-M
Weishar J A r 1755 Corralitos Av....1697-J
Weishar Robt r 2319½ Broad....3179-J
Weishar Wilma June r 2319½ Broad....3179-J
Weishar's City Pharmacy 858 Higuera....112
Welch Bros Cigar Factory 855 Monterey....2037-J
Weldin M E r 1029 Islay....2645-W
Welliver Jack r 1347 Palm....1133-R
Wellons C T r 283 High....2855-W
Wells C Blick r Cal Poly....2594-M
Wells Chas E r 2316 Johnson Av....90-J
Wells Chas E Jr r 869 Nipomo....2555-W
Wells Ella W Mrs r 1115 Islay....2622-R
Wells Frances R Mrs r 977 Buchon....1945-W
Wells Jas T r 1239 Chorro....1272-W
Welsh Lyda Mrs r 1320 Palm....2442-W
Welsher Lena Mrs r 1238 Marsh....763-W
Welty Oliver M r Baywood Pk....25-R-1
Wendel's Ladies Ready To Wear Chorro & Higuera....162-W
Werbel E W MD 1170 Marsh....3135
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If no answer call....2827
Wesseling G J P T & T Co 865 Marsh....2125
West Coast Photo&Novelty Co 1650Palm....2401
West Robt A linolm 1312 Snta Rosa....1515-J
Westbrook Anna S r 1195 George....1757-W
Westbrook D H r Adriance Court....2612-W
Westbrook Olga H r 747Monterey....1728-R
Western Auto Supply Co 685 Higuera....993
Western Films Wickenden Bldg....431
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Westfall B F r Baywood Pk....23-J-2
Westfall Ralph R rl est Los Osos Rd....712
Westfall Ralph R r Los Osos....23-J-3
Westmoreland K V r Valys Apts....2385-J
Weston Ralph E r 201 Rafael....520-M
Wests House Of Charm 1226 Osos....3080
Westside Auto Parts Co
Parts Dept 1229 Monterey....908
Glass & Tire Shop 1236 Monterey....384-J
Westwood Kate Mrs r 1156Upham....2474-R
Wetzel Dalie r 1133 Pismo....2272-J
Wheeler Carrie r 256 Lincoln Av....2104-J
Wherrit Raymond 2297 Johnson Av....943
Whitaker Ernest r 552 Higuera....1889-R
Whitaker Jess L r 1150 Grove....1049-J
Whitaker W D r Edna Rd....2590-W
Whitaker's Furniture 1301 Broad....1006
White Edw H r 1045 Murray Av....2459-W
White Frank N Jr r 889 Walnut....1766-R
White Geo H r 1305 Marsh....851-J
White M R Mrs r 345 Poly Vw....797-J
White Reginald r 1144 Marsh....512-J
Whiteman Stephen r 771Toro....936
Whitener W A r 524 Mitchell Dr....1892-J
Whiting Bobbie r 464 N Broad....1564-W
Whitman J R vetnrian N Hwy....78
Whitmer Keith r 440 Kentucky Av....2970-W
Whitney Gordon A r Snta Rosa Pk Homes....1023-J
Whitson Milo E r 523 Lawrence Dr....3095-W
Whittlesey Dental Laboratory 793 Higuera....110
Wical Elvin A MD 1325Chorro....246
Residence 976 Buchon....3130
Wickenden Eric C r 1780 Conejo....1461
Wickenden W C securtes 1035 Chorro....858
Wickenden W C r 738 Higuera....749-W
Wickenden's men's wear 837 Monterey....1511
Wickham Thos r Avila....2-R-3
Wiedersheim & Langdon beer 304 Higuera....293
Wieland A J r 1434 Marsh....1827
Wighton A M r 310 Foothill Blvd....1164-J
Wilbert J A r 1912 Osos....2927
Wilcox Earl M r 498 Lincoln....1314
Wiley Jack Mrs r Edna Rd....11-R-12
Wiley Richard r 163 Poly View Homes....2049-M
Wilkie H M r 663 Pismo....1349-W
Wilkins C E Mrs r 466 Marsh....982-R
Wilkinson Harold A r 752 Islay....770-R
Wilkinson Harold J r Fremont Ct....1776-M
Wilkinson J W r 412 Marsh....2055
Wilkinson John A r Los Osos Rd....30-J-11
Willard M S r 2549 Johnson Av....3082-R
Willard S M r OrcuttRd....5-R-11
Willett Cal R r 1236 George....1592-J
Willett & Meyers auto dlrs 1005 Monterey....3131
Willett Richard L r 688 Ida....2245
Williams Arthur S r 156 Stenner....2278-J
Williams Edmond r 966 Buchon....1828-J
Williams Edw L r 228 Story....2551-J
Williams Eleanor r 1042A Pacific....2939-J
Williams Emma E r 1158 Murray Av....2930
Williams Floyd r 183 Higuera....1679-R
Williams Floyd r Los Osos Rd....31-R-12
Williams Guilda Mrs r 388Chorro....327
Williams H O r 173Chorro....1071
Williams J E r Orcutt Rd....5-R-1
Williams Jas O r 1259A Palm....928-R
Williams John r 454 Islay....277-J
Williams Kline r 610 Monterey....2183
Williams Mary r 767 Christian Av....2762-W
Williams Minnie F Mrs r 1652Fairview....1603-M
Williams O M P T & T Co 853 Marsh....1575
Williams Ronald A r Avila....8-J-11
Williams Sarah C Dr r 1390 Palm....581-R
Williams Tillie r 1144 Marsh....742-W
Williams W R r 1616 Palm....1535-J
Willison Dorothy W r 873 Toro....3087-W
Willmirth Bert r 207 N Broad....2863
Wills H J r 515 Hathway Av....2789-M
Wilmot Clyde r 1183George....1313-M
Wilmoth L H r 651 Buchon....151-J
Wilshire Oil Co 101Hwy....565
Wilson A Gaylord r 1343 Higuera....1387-M
Wilson C V r 1779 Sn Luis Dr....2582-W
Wilson J P r 2410 Broad....2847-M
Wilson John r Avila....9-R-11
Wilson Leo J Mrs r 1530 Nipomo....1332-W
Wilson Marie L r 667 Monterey....1577-R
Wilson Mattie r 1605 Morro....983-M
Wilson Merle E r 1767 Corralitos Av....2127

Wilson Motors 1234 Broad....116
Wilson O F r 644 Brizzolara....2265-R
Wilson Olive B Mrs r 121 Chorro....2456
Wilson Rollo r 1548 Monterey....888-W
Wilson Roy J r 245 Lincoln....1869-J
Wilson Tex r 660 Snta Rosa....534
Wilson Walter W r 66 Benton Wy....2529-J
Wilson Webb r 836 Mission....1217
Wilson Wesley F r Poly Campus....2223-J
Wilson's Cash Store 2039 Broad....2713
Wilson's Flower Shop 1110 Garden....622
Wimer R B r 720 Upham....1104-W
Wineman Hotel Higuera....1800
Winkley Boarding Kennels Orcutt Rd....5-J-2
Winn Clyde B r 1969 Chorro....2694-W
Winn Etta E Mrs r 536 Sandercock....480-M
Winn Herbert H r 1928 Murray....2176-M
Winn Leonard E r 369 Toro....1264-R
Winn Roy r Yoakum Tr....2735-R
Winner C Paul r 615 Grove....895-R
Winters D N r 1220 Mill....1256-J
Winterstein C J r Edna Rd....11-J-2
Wisberg Earl F r Edna Rd....2449-R
Wisberg H P r 546 Sandercock....2877-R
Wise Earl r 346 Buchon....894-J
Wise Harold r Camp Sn Luis Obispo....19-J-11
Witbeck Bessie r 1540 Snta Rosa....154-R
Witcosky Alice Mrs r 870 Islay....646-J
Witcosky Frank livestock 101 Hwy....1534
Witcoskys' Meats 101 Hwy....2123
Withee Kenneth r Baywood Pk....27-R-12
Witten Earl r 581 Dana....2555-M
Wittmeyer A W r 1510½ Broad....987-J
Wolf Harry K r 869 Center....444
Wolfe C H r 671 Park....519-W
Wolfe Marion O r 706 High....2129-R
Wolfe Willard r 308 Higuera....1171-M
Wonsley Ina r 729 South....2961-M
Wood Allan r 1351 Mill....3087-J
Wood C M r 1256 Bond....1150-J
Wood Helen r 1740 Conejo....1041-W
Wood M A r 1061 Grove....1182
Wood Mark H r 1632 Osos....2565-R
Wood Pearl F Mrs r 1010 Mill....1504-J
Wood Theda M r 1054 Church....1186-M
Woodbridge John H MD 1170 Marsh....3135
Residence 1306 Higuera....2798
If no answer call....2827
Woodford E A r 210 Rincon Dr....1722
Woodland Zaida r 120 Ward....2182-J
Woodman C H Pac Tel & Tel Co 853 Marsh....1545
Woodman Chas H r 1106 Walnut....2994
Woodring Herbert r 855 Francis....2757-J
Woods Fern E r 968 Walnut....2539-W
Woods G E r 635 Brizzolara....2591-J
Woods O E r 1402 Marsh....290-R
Woods Sign Service 910 High....2716
Woodward J R r 1927 Chorro....2105
Woodworth Herman r 566 Lawrence Dr....967-J
Woodworth J M r 1000 South....628-J
Woolf Jas r 537 Brizzolara....2027-W
Woolf Robt L r 1331 Carmel....2875-R
Woolworth F W Co 778 Higuera....2458
Work Lloyd r Baywood Pk....25-J-3
Workman Nellie r 205 Beebee....2603-R
Wornom R G r 260 Lincoln....2143
Worthington Plumbing Supply 1604 Morro....2289
Worthington Walter Worthington Plmbng Supply 1604 Morro....2289
Wray Ethel Miss r 114 Rincon Dr....3149-J
Wray O D r 197 Snta Rosa....1745-R
Wreden Jane Mrs r 1746 Chorro....1410-J
Wright Al G r 1328 Osos....2964-M
Wright Donald G r 1263 Marsh....763-J
Wright Dorothy S r 110 Orange Dr....150-M
Wright Food Mkt Baywood Pk....26-R-2
Wright H r 358 Snta Rosa....2067-W
Wright Jessie Mrs r 726 Buchon....1568
Wright John C r 103 California Blvd....1806-M
Wright L H r 675 Brizzolara....313-J
Wright Lorraine Cobb r 1208 Peach....637
Wright's Roofing Serv 1427 Beach....1416
Wu H M Dr herbalist & oste 972 Snta Rosa....1750-W
Wu H M Dr r 481 Lawrence Dr....2434-M
Wunderlich A M Maj r 681 Grove....1262-M
Wyatt Glynn A r 1219 Ella....212-W
Wyatt W C r Edna Rd....1255-W
Wybrandt H P r 470 Grand Av....2161-J
Wyman Harold E r Morro Rd....13-J-1

Y

Yance Alice Mrs r 1838 Johnson....3154-J
Ybarra Mary r French Rd....2177-W
Yeager Claude R r 1837 Johnson Av....2353-W
Yellow Taxi Co 987 Monterey....100
Yenter Mary r 954 Pismo....1581-M
Yoakum C O r 1841 Slack....580-W
Yoakum Jesse r Edna Rd....2553-W
York & Bakke hse mvrs 697 Mitchell Dr....1190-W
York Joel B Mrs r 978 Islay....1870-W
Young C R r 1240 Ella....2338
Young Claude r Pismo Rd....7-F-3
Young E S Young's Beauty Shop 1037 Monterey....391
Young E S r 1803 Garden....2730-M
Young Harry E r 468 Leff....2387-M
Young Kent B r 1305 Murray Av....1281-W
Young M K r 1610 Carmel....2494-J
Young Wilma r 770 Toro....1270-M
Young's Beauty Shop 1037 Monterey....391
Yours & My Furniture Store 1127 Broad....942
Yowell Carl r 1151 Mill....1315-W

Z

Zahner Chas A r 121 Chorro....2456
Zahner Chas A r 1043½ Peach....3124-W
Zanchuck Wm r 22 Mt Pleasanton Dr....692-J
Zanetti Geo r 580 Osos....937-R
Zanoli Frances Mrs r 1037 Mill....2830-W
Zanoli Jess r 1813 Chorro....564-W
Zanoli Wilfred r 1437 Beach....521
Zavala Jose r 2102 Broad....2489-M
Zegar Furniture Store 840 Monterey....85
Zegar Steve 1318 Mill....10
Zegar's Warehouse 881 Morro....2080-J
Zehr E L r 967 N Broad....2225-W
Zelazny Josephine r Kansas Av Bldg T1500 Camp Sn Luis Obispo....21-R-11
Zeller Robt B r 1020 Walnut....2225-R
Zellner W M r 549 Hathway Av....774-J
Zerfing A L r 1228 Mill....1256-W
Zilka Thos J r 51 Motley....2330-W
Zipper Wm J r 1909 Ruth....2677-J
Ziwicki R B Mrs r 1305 Palm....928-J
Zuiderweg P J contrs 210 Beebee....756-R
Zukas B J r Edna Rd....11-J-1
Zupan Clarence E r 435 Higuera....2861-W
Zweifel John R r Edna Rd....15-R-3

CALIFORNIA TELEPHONE DIRECTORIES

YELLOW PAGES

LOCALITY: San Luis Obispo County

YEAR: January 1949

CLASSIFIED TELEPHONE DIRECTORY

FOR

SAN LUIS OBISPO COUNTY

JANUARY 1949

For Information Concerning This Classified Directory, Please Call Our Business Office.

Abstractors–See Title Companies

Account Bookkeepers

See Bookkeeping Service

Accountants–Certified Public

McGowan Francis J
Wickenden Bldg.....Sn Luis Obspo 3185-J

Accountants-Public

ARSENIO & GRUNDELL
861 Monterey.....Sn Luis Obspo 729
Ball Rollin 252 Lincoln.....Sn Luis Obspo 3125
Boyce J Earle
Bank of America Bldg.....Sn Luis Obspo 886
Chope J P Wickenden Bldg...Sn Luis Obspo 162-M
Deal D T 113 Valley Rd.....Aroyo Grnde 409-W
Derby Mabel H Miss
647 Park.....Sn Luis Obspo 2102-R
Espy Edwin Francis
Foothill Blvd.....Sn Luis Obspo 1149-W
Hall William O 1135 Chorro...Sn Luis Obspo 2114
Scholefield & Co
Bank of America Bldg ...Sn Luis Obspo 2255-W
Scott Isabel A
2358 Johnson Av.....Sn Luis Obspo 2091-R
WEST CHAUNCEY W 901-12th....Pso Robls 868

Adding & Calculating Machines

ALLEN-WALES ADDING MACHINES

Manufactured by the Allen-Wales Adding Machine Division of The National Cash Register Co.

SALES • SERVICE • SUPPLIES

"WHERE TO BUY THEM"

NATIONAL CASH REGISTER CO THE
719 Higuera.....Sn Luis Obspo 2213-W

HILL'S STATIONERY STORE
1127 Chorro.....Sn Luis Obspo 1403
NELSON JOHNNY OFFICE EQUIPMENT CO
690 Higuera.....Sn Luis Obspo 228
(See Advertisement This Page)
(Continued Next Page)

If you have goods for sale, the Classified Telephone Directory provides purchasers one of the quickest ways to find your goods. You are invited to call our nearest Business Office for detailed information on advertising in the Classified Telephone Directory.

Sales

VICTOR
ADDING MACHINES

Service

- ROYAL TYPEWRITERS
- CHECKWRITERS
- DUPLICATORS
- FILES - DESKS - SAFES

ALL MAKES REPAIRED

SALES - SERVICE - SUPPLIES

JOHNNY
NELSON OFFICE EQUIPMENT
CO.

690 HIGUERA

San Luis Obispo 228

ADDING MACHINES

SUNDSTRAND

Authorized Sales & Service

THE TYPEWRITER SHOP

1014 Court San Luis Obispo 127

JOHN DEERE
AND
"CATERPILLAR"
NEW & USED TRACTORS
AND EQUIPMENT
SERVICE & REPAIRS
Any Make Farm Equipment Repaired
JOSEPH G. MOORE CO.
1306 Pine **Paso Robles 450**
Santa Maria—113 West Chapel
(Toll) Call "Operator" for Santa Maria 5

AIR COMPRESSORS
I-R
RENTED
● DRILLING
● CHIPPING
● BREAKING
● TAMPING
A. E. TOMASINI
Licensed Contractor
SALES & SERVICE
PHONE
San Luis Obispo 1424
1922 Johnson

REPAIR SERVICE
When one of the many household articles gets out of order, you will find a repair service quickly and easily when you
LOOK IN THE
Classified
TELEPHONE SECTION

Adding & Calculating Machines—(Cont'd)

PACIFIC COAST PUBLISHING CO
Remington-Rand Sales & Service
1022 State Santa Barbara (Toll) Call "Operator" for.....Snta Barbara 3159

PASO ROBLES OFFICE SUPPLY
608-12th.....Paso Robls 481-J

TYPEWRITER SHOP THE
1014 Court.....Sn Luis Obspo 127
(See Advertisement Preceding Page)

VICTOR ADDING MACHINES—
NELSON JOHNNY OFFICE EQUIPMENT CO
690 Higuera.....Sn Luis Obspo 228

WALKER R G
Clary & Remington Add Mach Sales & Service
785 Marsh.....Sn Luis Obspo 681-W

Addressing Machines-Supplies

PACIFIC COAST PUBLISHING CO
Elliott Equipment-Supplies & Service
1022 State Santa Barbara (Toll) Call "Operator" for.....Snta Barbara 3159

Adjusters

Campbell J E 1371-2d.....Sn Luis Obspo 2248-J
COAST COUNTIES ADJUSTMENT BUREAU
Russell J Thomas Owner
777½ Higuera.....Sn Luis Obspo-399
GENERAL ADJUSTMENT BUREAU INC
Formerly Fire Co's Adj Bureau Inc
Ed K Francis-Branch Mgr
1125 Garden.....Sn Luis Obspo 1968

Advertising—Outdoor

FREEMAN SIGN SERVICE
448 Higuera.....Sn Luis Obspo 335

Advertising—Radio

See Radio Broadcasting Companies & Stations

Advertising Signs—See Signs

Agricultural Implements

CASE FARM IMPLEMENTS—
WOOD H A WELDING & MACHINE SHOP
1207-13th.....Pso Robls 321

General Farm Supply Co
200 Higuera.....Sn Luis Obspo 253
HARRIS TRACTOR & IMPLEMENT CO
1044 Park.....Pso Robls 17

JOHN DEERE IMPLEMENTS—
MOORE JOSEPH G CO
113 West Chapel Snta Maria
(Toll) Call "Operator" for.....S Maria 5

Johnson Fred H 1119 Garden.....Sn Luis Obspo 164
Livingston E C Co 1236 Railroad.....Pso Robls-534
Loomis E C & Son 415 Branch.....Aroyo Grnde 32
Minneau & Loomis 316 Branch.....Aroyo Grnde 49
MOORE JOSEPH G CO 1306 Pine.....Pso Robls 450
113 W Chapel Snta Maria
(Toll) Call "Operator" for.....S Maria 5
(See Advertisement This Page)

Air Compressors—Renting

Parker E R Boiler Works
514 Higuera.....Sn Luis Obspo 2056
Philpott George M Co 1160 Bryant San Francisco
(Toll) Call "Operator" for.....Hemlock 1-5475
TOMASINI A E 1922 Johnson..Sn Luis Obspo 1424
(See Advertisement This Page)

Air Conditioning Contractors

COOPERATIVE FARMERS SHEET METAL SHOP
1315 Pine.....Pso Robls 153
SMEE'S PLUMBING & HEATING SHOP
1302 Osos.....Sn Luis Obspo-766

Air Conditioning Controls—See Regulators

Air Express Service

Air Express Service Railroad Av..Sn Luis Obspo 522

Air Line Companies

SOUTHWEST AIRWAYS
Information and Reservations
San Luis Obispo County
Airport.....Sn Luis Obispo 2254

Air Line Ticket Agencies

Southwest Airlines Downtown Ticket Agency
987 Osos.....Sn Luis Obspo 418

TRAVEL SERVICE
SOUTHWEST
UNITED - TWA - AMERICAN
PAN AMERICAN-PHILIPPINE-WESTERN
TICKETS & RESERVATIONS
Across From Court House
987 Osos.....Sn Luis Obspo 418

Aircraft Dealers & Distrs

STINSON AUTHORIZED SALES & SERVICE

"AMERICA'S MOST USEFUL PERSONAL PLANES" *Stinson*

"WHERE TO BUY THEM"
PASO ROBLES AIR SERV INC—
Municipal Airport.....Pso Robls 1002

Aircraft Ferrying Service

PETROLINE AIR SURVEY
AIR PATROLS
PHOTOGRAPHY - AIR SURVEYING
FERRYING SERVICE
Estrella Air Base.....Pso Robls 27-F-2

Aircraft Renting

Paso Robles Air Serv Inc
Municipal Airport.....Pso Robls 1002

Telephone service is a friendly service. The people who operate and maintain it take a genuine satisfaction in serving you pleasantly and well. People who use the telephone a great deal find that friendliness is an instinctive habit. The telephone helps folks to know each other better.

Aircraft Schools

HOOVER BROS FLYING SERVICE
AUTHORIZED PIPER CUB DEALER
ERCOUPE AGENT
Flight Instruction & Charter
Aircraft Service Parts & Supplies
AIRCRAFT RENTAL
Rt 2 Box 186C
Edna Rd.....Sn Luis Obspo 2977

PASO ROBLES AIR SERV INC
Municipal Airport.....Pso Robls 1002
(See Advertisement This Page)

Aircraft Servicing

Hoover Bros Flying Service
Edna Rd.....Sn Luis Obspo 2977
PETROLINE AIR SURVEY
Estrella Air Base.....Pso Robls 27-F-2

Airports

Hoover Bros Flying Service
Edna Rd.....Sn Luis Obspo 2977
Petroline Air Survey
Estrella Air Base.....Pso Robles 27-F-2
San Luis Obispo Co Airport
Edna Rd.....Sn Luis Obspo 2977

Everything possible is being done to furnish you the prompt and courteous service to which you've been accustomed. When there is a delay before you get the operator, remember that more people are placing more telephone calls than ever before.

• Flight Instruction
• Plane Rentals
• Charter Service
SALES & SERVICE
PARTS - SUPPLIES - ACCESSORIES
PASO ROBLES
AIR SERVICE INC.
Day or Night
Phone **PASO ROBLES 1002**
MUNICIPAL AIRPORT

It Pays
To Answer Telephone Calls
PROMPTLY
Prompt answering of a telephone's ring is thoughtful, courteous—and good business.

Phone Day or Night

SAN LUIS OBISPO

887

Rates on Out-of-Town Calls
Special Attention to Train Calls
We Serve Any Community - Red Cross Trained - All Ambulances Fully Equipped
First Aid Equipped - Heated & Air Cooled

JONES AMBULANCE SERVICE

Independently Owned & Operated

751 Marsh San Luis Obispo

PASO ROBLES

AMBULANCE SERVICE

RIDE WITH YOUR PATIENT - NO CHARGE

Call

Paso Robles 652

- OXYGEN EQUIPPED
- 24-HOUR SERVICE

Any Time - Anywhere

- EMERGENCY FACILITIES
- NO MORTUARY CONNECTION

Ambulance Service

Gray's Funeral Chapel & Crematorium
S Highway.....Atascadero 98
JONES AMBULANCE SERVICE
865 Morro.....Sn Luis Obspo 887
(See Advertisement This Page)
PASO ROBLES AMBULANCE CO
2815 Vine.....Pso Robls 652
(See Advertisement This Page)

Amusement Devices

GRANT MUSIC CO 1227½ Spring....Pso Robls 588
Hoffman Warren Wigwam Ct.....Pismo Bch 349-J
Polin Burt W 974 Monterey.....Sn Luis Obspo 2370
San Luis Amusement Co
983 Chorro.....Sn Luis Obspo 66-W

Amusement Places

BRIDGE-O

FOR AN EVENING'S
REFINED ENTERTAINMENT
PLAY
BRIDGE-O

195 Pomeroy.....Pismo Bch 8-R

Fun House Pomeroy.....Pismo Bch-131
Pismo Bowl 277 Pomeroy Av.....Pismo Bch 191

Ant Control—See Exterminating

Antiques—Dealers

B & B Antiques 1023 Broad..Sn Luis Obspo 394-W
Joe's Place 884 N Broad.....Sn Luis Obspo 356-J

Apartments

Beach Apartments 266 StimsonAv.....Pismo Bch-19
Bently Apartments 1804 Spring....Pso Robls 1153-J
Breaker's Apartments 278Hinds.....Pismo Bch-325
Bruce Apartments 956 Swazey...Sn Luis Obspo-1966
Christensen Henry Morro Del Mar..Morro Bay 3920
De Voe Apartments 1824 Park.....Pso Robls 1505
Dolliver Apts 320 Hinds Av.....Pismo Bch 215-M
El Camino Apartments
10th & Spring.....Pso Robls 1110
El Marero Hollister.....Pismo Bch-196
Hathway Ella Hollister Av.....Pismo Bch 196
John Marion 860 Osos.....Sn Luis Obspo 2986
Norwood Apartments 11th & Sal.....Pso Robls 591
Sea Garden Motel Apts
Rates By The Day Week or Month
440 Stimson.....Pismo Bch-69
Seashore Apartment
15 Apartments-Weekly & Monthly Rates
110 Stimson.....Pismo Bch 182-J
Seaview Apartments.....Cambria-22-Y-3
Shell Beach Motel 101 Highway....Pismo Bch 3-Y-3

Architects

Douglas H B Snta Barbara Av....Sn Luis Obspo 2200
Douglas H B
424 Santa Barbara Av.....Sn Luis Obspo 2876
Holdredge Wm Decker
1641 Mill.....Sn Luis Obspo 29

Army & Navy Goods

Beno's 1019 Morro.....Sn Luis Obspo 620

Artists' Materials—Retail

Johnson Paint Store Highway.....Atascadero 119-J

Asphalt & Asphalt Products

ROSELIP WALTER B
Ferrocarril Rd.....Atascadero 20
If no answer call.....Sn Luis Obspo 785

Associations

See also Clubs; Fraternal Organizations; Labor Organizations; Etc

Amer National Red Cross
991 Osos.....Sn Luis Obspo 2630
Atascadero Golf Course Highway...Atascadero 101-W
Atascadero Grange Hall Palma Av..Atascadero-214-J
Automobile Club of Southern Calif
District Ofc 1113 Spring.....Pso Robls-1077
District Office
1134 Monterey.....Sn Luis Obispo 1480
Emergency Road Service
1246 Spring.Pso Robls-169-W
Emergency Road Service
1101 Monterey.....Sn Luis Obispo 102
Boy Scouts of America
790 Monterey.Sn Luis Obspo-2220
Camp Fire Girls Inc
864 Snta Rosa.....Sn Luis Obspo 1858-W
Chamber of Commerce
1111 Chorro.....Sn Luis Obspo 1414
Dune Lakes Ltd.....Aroyo Grnde-203-F-3
Eagle's Lodge IOOF Bldg.....Pso Robls 1081
Elks Club 906 Marsh.....Sn Luis Obspo-322
Grange Hall S Broad.....Sn Luis Obspo 639
I D E S Hall Assn Mill.....Sn Luis Obspo-1373-W
I O O F Hall 128 Bridge.....Aroyo Grnde-48
I O O F Hall 520 Dana.....Sn Luis Obspo 168
Infantile Paralysis Foundation
1302 Marsh.....Sn Luis Obspo 566
Labor Local No 1464 A F of L
1530 Monterey.Sn Luis Obspo-256
Masonic Hall 859 Marsh.....Sn Luis Obspo-626-J
Masonic Temple 112 Poole.....Aroyo Grnde.123-W
Monday Club Monterey.....Sn Luis Obspo-1960
National Automobile Club
1501 Spring.....Pso Robls 14
Paso Robles Community Chamber of Commerce
707-13th.....Paso Robls 16
Paso Robles Grange.....Pso Robls 20-J-11
Paso Robles Mutual Building & Loan Assn
1211 Park.Pso Robls-613
San Luis Obispo County Building Contractors
Assn 3045 Park.....Pso Robls 1311
San Luis Obispo Production Credit Assn
1123 Garden.....Sn Luis Obspo-1386
Santa Maria Valley Campfire
Council Inc.....Aroyo Grnde 226-F-14
Sixteenth Dist Fair Ofc
Gregory & Victoria.....Pso Robls 950
Technocracy Inc Rd 12035
545 Islay.....Sn Luis Obspo 2342-W
Veteran's Hall Court House.....Sn Luis Obspo-65
W O W Hall Assn 1212 Chorro..Sn Luis Obspo-595-W
Womens Civic Club 247 Stimson Av..Pismo Bch-83-J

Athletic Goods

See Sporting Goods Headings

Attorneys

Andre & Andre 1130 Garden.....Sn Luis Obspo 44
Andre George L 1130 Garden....Sn Luis Obspo 44
Andre Peter R 1130 Garden.....Sn Luis Obspo 44
Brazil A H 793 Higuera.....Sn Luis Obspo-2082
Res Phone.....Sn Luis Obspo 188
Buck Charles K
Bank of America Bldg.....Sn Luis Obspo 890
Buck & O'Reilly 751 Dolliver.....Pismo Bch 341
Buck & O'Reilly
Bank of Amer Bldg.....Sn Luis Obspo-890
Champion Lawton D Bank of Amer Bldg..Pso Robls-76
Dubin H J 999 Higuera.....Sn Luis Obspo 676
Fisher James D 711-12th.....Pso Robls-333
Fitzgerald & Harris
793 Higuera.....Sn Luis Obspo 3048

Attorneys—(Cont'd)

Gallagher & Madden
Bank of Amer Bldg.....Pso Robls 161
Grundell Herbert C Court House..Sn Luis Obspo-1683
Held F J Jr Harbor View.....Pismo Bch-50
Kaetzel C P 793 Higuera.....Sn Luis Obspo-1868
Muller A V Wickenden Bldg.....Sn Luis Obspo-614
O'Reilly Timothy I
Bank of America Bldg.....Sn Luis Obspo-890
Polin Martin 1026 Chorro....Sn Luis Obspo 640-J
Renetzky Andrew 846 Higuera...Sn Luis Obspo-1033
Runner John F
Bank of Amer Bldg.....Sn Luis Obspo 890
San Luis Obispo County District Attorney
Court House.Sn Luis Obspo-1683
Shipsey & Rau 1041 Chorro...Sn Luis Obspo 3030
Webster Alex 1433 Oak.....Pso Robls-41-W
Wright Robt E Entrada Av.....Atascadero 474

Auctioneers

Oceano Stables & Auction Yard
13th & Wilmar Oceano...Aroyo Grnde 436-F-11

Automobile Accessories

See Automobile Parts & Supplies Headings

Automobile Batteries

See Batteries Headings

Automobile Blacksmithing

See Automobile Body Repairing

Automobile Body Repairing

ANDY'S PAINT & BODY SHOP

"ANDY" WILCOX
BODY & FENDER REPAIRING
AUTO PAINTING
ALL WORK GUARANTEED
FREE ESTIMATES

102 Branch.....Aroyo Grnde 51-J

ARLAND CHEVROLET CO
1039 Monterey.....Sn Luis Obspo 1548

CARL'S BODY & PAINT SHOP

WE TAKE THE "DENTS" OUT OF ACCIDENTS
EXPERT WORK DONE BY THOSE WHO KNOW HOW
BOB CARL, OWNER

1365 Monterey .....Sn Luis Obspo 754

CLINE'S AUTO BODY SHOP
Fred A Cline Proprietor
640 Marsh.....Sn Luis Obspo-422
If no answer call.....Sn Luis Obspo-1556
GARRETT MOTORS
1219 Monterey.....Sn Luis Obspo 2476
LANGLEY'S PAINT & BODY SHOP
729 Spring.....Pso Robls 65
Paso Robles Body Works 2815 Vine....Pso Robls 652

SERAFIN'S BODY & PAINT SHOP

H. E. "PEEWEE" SERAFIN
COMPLETE
BODY & FENDER REPAIRING
AND
AUTO PAINTING
Free Estimates - All Work Guaranteed

865 Palm.....Sn Luis Obspo-1250-J

Tex's Paint & Body Shop Main.....Morro Bay 4281
THRESH E H INC
1101 Monterey.....Sn Luis Obspo 102

(Continued Next Page)

Automobile Body Repairing—(Cont'd)

WILLIAMS BODY SHOP
W Branch.....Aroyo Grnde 76-J

WILSON MOTORS
AUTO BODY & PAINT SHOP
COLOR MATCHING & STRIPING
GLASS & UPHOLSTERY WORK
SEE HARRY WILSON
22 YEARS IN SAN LUIS OBISPO
1234 Broad.....Sn Luis Obspo 116

Automobile Boxing—See Trucking

Automobile Bumpers
See Automobile Parts & Supplies Headings

Automobile Bus Lines—See Bus Lines

Automobile Courts—See Motor Courts

Automobile Dealers—New Cars

Arland Chevrolet Co
1039 Monterey.....Sn Luis Obspo 1548
(See Advertisement Page 8)
Ashton Chas H Plymouth De Soto
1134-13th.....Pso Robls 666
Booth Brothers 836-13th.....Pso Robls 5
Booth Bros 1103 Higuera.....Sn Luis Obspo 3174
Boriack John 874 Monterey..Sn Luis Obspo 1473-R
BORIACK JOHN MOTOR CO
1144 Monterey.....Sn Luis Obspo 1469
(See Advertisement Opposite Page)

Automobile Dealers—New Cars—(Cont'd)

BUICK AUTHORIZED SALES & SERVICE

WHEN BETTER AUTOMOBILES ARE BUILT BUICK WILL BUILD THEM.

"WHERE TO BUY IT"

KAMM C H & CO
1034 Monterey.....Sn Luis Obspo 332
MICHELMORE & WOOSTER BUICK & G M C
1501 Spring.....Paso Robls 14

CADILLAC SALES & SERVICE

"STANDARD OF THE WORLD"

"WHERE TO BUY IT"

STANDARD MOTORS & EQUIPMENT CO
1701 Monterey.....Sn Luis Obspo 3144
TURNER PAUL L 1020 Park....Pso Robls-1000

(Continued on Pages 7 and 8)

Keep the Classified Telephone Directory handy; it can save you time and effort.

DAVID L. FAIR

CHRYSLER PLYMOUTH

Body & Fender Work

Parts Distributor

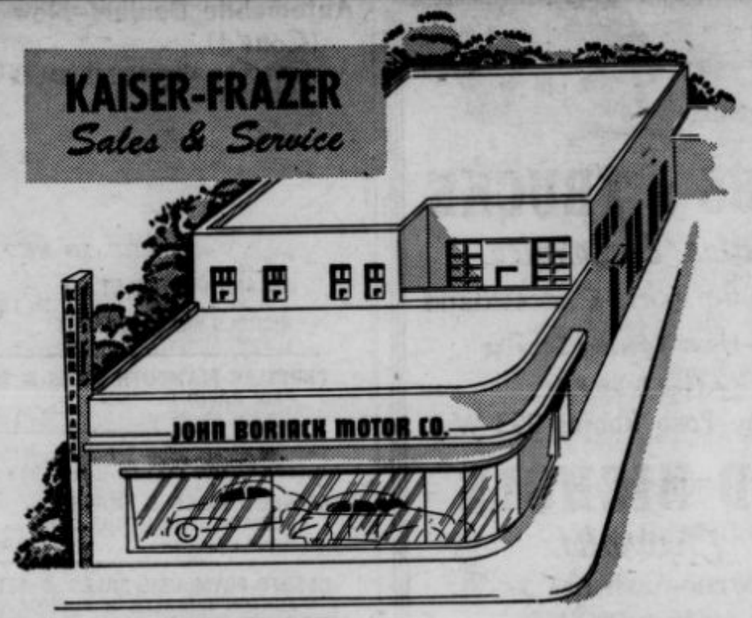
RADIO & SPEEDOMETER SERVICE

Complete Automotive Service
MOTOR REBUILDING
WHEEL ALIGNMENT
and
FRAME STRAIGHTENING

San Luis Obispo 1983

Cash Paid for Used Cars 1330 MONTEREY

KAISER-FRAZER
Sales & Service



FULL LINE OF PARTS AND ACCESSORIES
Complete Automotive Service
Body and Fender Repairs - Painting
Auto Electrical Service - Brake Service
Wheel Aligning - General Repairs

SAN LUIS OBISPO
1469
1144 MONTEREY

GENUINE BUICK & GMC PARTS
Sales and Service

michelmore & wooster

National Auto Club Towing Service
After 5 P. M. Weekdays & 1 P. M. Saturdays.

Phone
Paso Robles 24-F-12

All Day Sundays & Holidays Call Paso Robles 24-F-12

1501 SPRING ST.
PASO ROBLES

PHONES
Paso Robles 14 or 514

Operators of Paso Robles Municipal Airport

CHEVROLET

CARS & TRUCKS

Sales & Service

• GENUINE PARTS & ACCESSORIES

24-Hour Towing Service

After 5:30 P.M.

Phone Paso Robles 953-W

SID NICHOLS

Chevrolet

AUTHORIZED DEALER
SALES & SERVICE

Paso Robles 786

ATASCADERO 163

1305 Spring St. Paso Robles

CHEVROLET

Factory Direct Dealer

NEW CARS & TRUCKS

FACTORY TRAINED MECHANICS

Auto Body Work & Painting

Genuine Chevrolet Parts

PHONE
SAN LUIS OBISPO
1548

ARLAND CHEVROLET CO.

(Successor to J. J. Dunne)
1039 Monterey

Automobile Dealers—New Cars—(Cont'd)

CHEVROLET AUTHORIZED SALES & SERVICE

CHEVROLET and ONLY Chevrolet IS FIRST!

"WHERE TO BUY IT"

ARLAND CHEVROLET CO
1039 Monterey.....Sn Luis Obspo 1548
NICHOLS SID CHEVROLET
1305 Spring.....Pso Robls 786

CHRYSLER-PLYMOUTH SALES & SERVICE—
FAIR DAVID L
1330 Monterey.....Sn Luis Obspe 1983

Connors Motors 2508 Spring.....Pso Robls 673-J
Corda & Warden 1131 Monterey..Sn Luis Obspo 2675

CROSLEY SALES & SERVICE—
BORIACK JOHN MOTOR CO
1144 Monterey.....Sn Luis Obspo 1469

DESOTO-PLYMOUTH SALES & SERVICE—
ASHTON CHARLES H PLYMOUTH-DESOTO
1134-13th.....Paso Robls 666
McGREGOR MOTORS CO
1255 Monterey.....Sn Luis Obspo 3142

DODGE-PLYMOUTH SALES & SERVICE—
BOOTH BROTHERS 836-13th..... Pso Robls 5
BOOTH BROS 1103 Higuera..Sn Luis Obspo 3174

FAIR DAVID L
1330 Monterey.....Sn Luis Obspo 1983
See Advertisement Page 6

FORD AUTHORIZED SALES & SERVICE

It pays to bring your Ford "Back Home" for service. Your Ford dealer knows your car best. He uses genuine Ford Parts and Ford-approved equipment.

"WHERE TO BUY IT"

HARRIS TRUMAN A & SON
1302 Pine.....Pso Robls 53
LEVERENZ WALTER F
Highway.....Atascadero 14
PALMER GUY W Traffic Wy...Aroyo Grnde 47
THRESH E H INC
1101 Monterey.....Sn Luis Obspo 102

GARRETT MOTORS
1219 Monterey.....Sn Luis Obspo 2476
(See Advertisement Opposite Page)
HARRIS TRUMAN A & SON 1302 Pine..Pso Robls 53
(See Advertisement Opposite Page)

HUDSON AUTHORIZED SALES AND SERVICE

NEW HUDSON AUTOMOBILES AND COMMERCIAL CARS
HUDSON'S PROTECTIVE SERVICE

"WHERE TO BUY THEM"

REINKE PAUL A 1130 Pine.....Pso Robls 659

KAMM C H & CO 1034 Monterey Sn Luis Obspo 332

(Continued Next Page)

Automobile Dealers—New Cars—(Cont'd)

KIMBALL MOTOR SERVICE
252 Higuera.....Sn Luis Obspo 2344
(See Advertisement Following Page)
Leverenz Walter F Highway.....Atascadero 14

LINCOLN-MERCURY SALES AND SERVICE

Fully trained sales and service personnel, plus the newest factory-approved equipment for your convenience and satisfaction.

"WHERE TO BUY THEM"

CORDA & WARDEN
1131 Monterey.....Sn Luis Obspo 2675

McGREGOR MOTORS CO
1255 Monterey.....Sn Luis Obspo 3142
(See Advertisement Following Page)
Meyer & Willett 1005 Monterey..Sn Luis Obspo 3131
MICHELMORE D D BUICK & G M C
1501 Spring.....Pso Robls 14
(See Advertisement Page 7)
MICHELMORE & WOOSTER BUICK & G M C
Buick & General Motors Trucks
1501 Spring.....Pso Robls 514

NASH SALES AND SERVICE

YOU'LL BE AHEAD WITH

"WHERE TO BUY IT"

MEYER & WILLETT
1005 Monterey.....Sn Luis Obspo 3131

NICHOLS SID CHEVROLET
1305 Spring.....Pso Robls 786
(See Advertisement Opposite Page)

OLDSMOBILE

This General Motors quality car offers Hydra-Matic Drive, the Drive that eliminates the clutch pedal and shifts gears automatically through four forward speeds.

"WHERE TO CALL"

SCHMIDT WM F 1628 Spring...Pso Robls-1090
STANDARD MOTORS & EQUIPMENT CO
1701 Monterey.....Sn Luis Obspo 3144

PACKARD AUTHORIZED SALES & SERVICE

ASK THE MAN WHO OWNS ONE

"WHERE TO BUY IT"

NEGRANTI VIRGIL
565 Higuera.....Sn Luis Obspo 525
REINKE PAUL A 1130 Pine.....Pso Robls 659

(Continued Next Page)

GARRETT MOTORS

Authorized

STUDEBAKER

DEALER

TRUCKS

COMPLETE AUTO BODY & FENDER WORK

AUTOMOBILE PAINTING

EXPERT AUTOMOTIVE SERVICE & PARTS

San Luis Obispo 2476

1219 Monterey - Corner Toro

Ford

V-8

SALES & SERVICE

6

• REPAIRING
• PAINTING

BODY & FENDER WORK

Paso Robles **53**

Truman A. Harris & Son

1302 PINE

If no answer call
PASO ROBLES 193

Ford

AUTHORIZED SALES & SERVICE

REPAIRING - AUTO PAINTING
BODY & FENDER WORK
SUPER SERVICE STATION

E. H. THRESH INC.

Phone SAN LUIS OBISPO **102**
If No Answer Call San Luis Obispo 439
1101 Monterey St. San Luis Obispo

DE SOTO
PLYMOUTH
Authorized Sales & Service

McGREGOR MOTORS CO.
1255 MONTEREY STREET
Phone
San Luis Obispo 3142

PAUL L. TURNER
CADILLAC-PONTIAC
PONTIAC
AUTHORIZED SALES & SERVICE
COMPLETE REPAIR SERVICE
On All Makes
1020 PARK
Paso Robles **1000**

KIMBALL MOTOR COMPANY
PONTIAC GMC TRUCKS
AUTHORIZED SALES & SERVICE
NEW CARS - USED CARS
REPAIRING ALL MAKES
Phone San Luis Obispo 2344
252 Higuera Street

Automobile Dealers—New Cars—(Cont'd)

Palmer Guy W Traffic Wy.....Aroyo Grnde 47

PLYMOUTH—
BOOTH BROS 1103 Higuera..Sn Luis Obspo 3174
FAIR DAVID L
1330 Monterey.....Sn Luis Obspo 1983
McGREGOR MOTORS CO
1255 Monterey.....Sn Luis Obspo 3142

PONTIAC AUTHORIZED SALES AND SERVICE

Factory-trained mechanics, specialized equipment and factory-engineered parts help protect the fine performance and dependability of your Pontiac.

"WHERE TO BUY THEM"

KIMBALL MOTOR SERVICE
252 Higuera.....Sn Luis Obspo 2344
TURNER PAUL L 1020 Park....Pso Robls 1000

Reinke Paul A 1130 Pine.....Pso Robls-659
Routzahn Motor Co 636Higuera..Sn Luis Obspo-1470
SCHMIDT WM F 1628 Spring.....Pso Robls-1090

STUDEBAKER SALES AND SERVICE

CARS and TRUCKS of Outstanding Style, Performance and Economy

Expert car and truck service for Studebaker and other makes

"WHERE TO CALL"
AUTHORIZED SALES & SERVICE

GARRETT MOTORS
1219 Monterey.....Sn Luis Obspo 2476
SERVICE GARAGE 917-12th....Pso Robls-35-R

THRESH E H INC
1101 Monterey.....Sn Luis Obspo 102
(See Advertisement This Page)
TURNER PAUL L 1020 Park.....Pso Robls 1000
(See Advertisement This Page)

Automobile Dealers—Used Cars

ARLAND CHEVROLET CO
1039 Monterey.....Sn Luis Obspo 1548
Bill's Used Cars 1234 Broad.....Sn Luis Obspo-116

BORIACK JOHN MOTOR CO

USED CARS
Late Models Bought & Sold
High Prices Paid For Used Cars
1144 Monterey.....Sn Luis Obispo 1469

FAIR DAVID L
1330 Monterey.....Sn Luis Obspo 1983
FRENETTE'S SERVICE
S Highway.....Atascadero 355-W
GARRETT MOTORS
1219 Monterey.....Sn Luis Obspo 2476
Harris Truman A & Son 531-12th...Pso Robls 857
HENRY'S WRECKING EXCHANGE
101 Hwy. Aroyo Grnde-238-F-21
KIMBALL MOTOR SERVICE
252 Higuera.....Sn Luis Obspo 2344
McGregor Motors Co
1255 Monterey.....Sn Luis Obspo 3142
Palmer Guy W Traffic Wy.....Aroyo Grnde 47
San Luis Motor Co
1144 Higuera.....Sn Luis Obspo 3044-W

(Continued Next Page)

Automobile Dealers—Used Cars—(Cont'd)

THRESH E H INC
1101 Monterey.....Sn Luis Obspo 102
Turner Paul 546 Spring.....Pso Robls 1001
TURNER PAUL L 1020 Park.....Pso Robls 1000
Sales Department.....Phone 1001
WILSON MOTORS
Walt Wilson
1234 Broad.....Sn Luis Obspo 116

Automobile Electrical Service

ED'S SERVICE Higuera & Nipomo.Sn Luis Obspo-123
(See Advertisement This Page)
HANSEN ELECTRIC SHOP
Armature Rewinding
108 Pool.....Aroyo Grnde 53-J
HIBBARD & HIBBARD

BATTERIES & MAGNETOS
SALES & SERVICE
EXIDE BATTERIES
1233 Spring.....Pso Robls-220

Automobile Equipment

See Automobile Parts & Supplies Headings

Automobile Flywheel Repairing

See Automobile Repairing; also Welding

Automobile Frame Repairing

See Automobile Wheel, Axle & Frame Repairing

Automobile Generator Service

See Automobile Electrical Service

Automobile Glass

See Glass–Auto, Plate, Window, Etc

Automobile Ignition Service

See Automobile Electrical Service

Automobile Motor Rebuilding

ATASCADERO MOTOR SERVICE
101 Highway.....Atascadero 368
(See Advertisement This Page)
HIGHWAY GARAGE
101 Highway.....Sn Luis Obspo 1042-R

Automobile Painting

ANDY'S PAINT & BODY SHOP

"ANDY" WILCOX
COMPLETE AUTO PAINTING
AND
BODY & FENDER WORK
Free Estimates - All Work Guaranteed
102 Branch.....Aroyo Grnde 51-J

ARLAND CHEVROLET CO
1039 Monterey.....Sn Luis Obspo 1548
Carl's Body & Paint Shop
1365 Monterey.....Sn Luis Obspo 754
Chase A E 910 High.....Sn Luis Obspo 1507-M
GARRETT MOTORS
1219 Monterey.....Sn Luis Obspo 2476
LANGLEY'S PAINT & BODY SHOP
729 Spring.....Pso Robls 65
Roberts Bros Garage 931 Price.....Pismo Bch 33

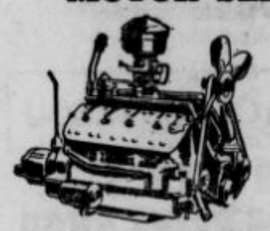
(Continued Next Page)

ED'S SERVICE
ED & ROD CARLSON

Motor Tune-up
Carburetor
Service
Automobile
Electrician

TELEPHONE
San Luis Obispo 123
Higuera and Nipomo Street

ATASCADERO MOTOR SERVICE



MOTORS REBUILT AND MOTOR TUNE-UP REGRINDING AND REBORING

Phone Atascadero 368
On 101 Highway

CHEVROLET

Factory Direct Dealer

NEW CARS & TRUCKS
FACTORY TRAINED MECHANICS
AUTO BODY WORK & PAINTING
GENUINE CHEVROLET PARTS

PHONE
SAN LUIS OBISPO
1548

ARLAND CHEVROLET CO.
(Successor to J. J. Dunne)
1039 Monterey

AUTOMOBILE
PAINTING
ALL TYPES OF
AUTO & TRUCK
RECONSTRUCTION
Body & Fender
Work
• Painting
• Welding
A Complete Service
By Skilled Mechanics
Phone
San Luis Obispo 1250-J
SERAFIN'S
BODY and PAINT SHOP
H. E. "PEEWEE" SERAFIN
865 Palm San Luis Obispo

AUTO
PARTS
• REBUILT MOTORS &
TRANSMISSIONS
• New & Used Parts
• Wrecked Cars Bought
& Sold
WESTSIDE
AUTO PARTS CO.
TWO LOCATIONS
1229 MONTEREY AND 1236 MONTEREY
San Luis Obispo 908

Automobile Painting—(Cont'd)

SERAFIN'S BODY & PAINT SHOP
865 Palm.....Sn Luis Obspo 1250-J
(See Advertisement This Page)

THRESH E H INC
1101 Monterey.....Sn Luis Obspo 102

WILLIAMS BODY SHOP
FREE ESTIMATES ON
COMPLETE
AUTO PAINTING
BODY WORK
W Branch.....Aroyo Grnde 76-J

WILSON MOTORS 1234 Broad...Sn Luis Obspo 116

Automobile Paints

See Lacquer Headings;
Also Paint Dealer Headings

Automobile Parts & Supplies—Retail

ATASCADERO MOTOR PARTS
S Highway.....Atascadero 134-R

ATKINSON MOTOR PARTS
133 Branch.....Aroyo Grnde 52-M

CHEVROLET GENUINE PARTS—
ARLAND CHEVROLET CO
1039 Monterey.....Sn Luis Obspo 1548
NICHOLS SID CHEVROLET
1305 Spring.....Pso Robls 786

COOPERATIVE FARMERS SUPPLY CO INC
1311 Park.Pso Robls-344

FAIR DAVID L
Authorized Chrysler & Plymouth Parts
1330 Monterey.....Sn Luis Obspo 1983
(Continued Next Page)

Would you like to get your share of business from customers in your neighborhood? Then why not advertise in the Classified Telephone Directory? You can call the business office of the telephone company and ask for the Directory Advertising Representative. He can help you plan an effective message.

Authorized Sales & Service
UNITED SERVICE MOTORS
UNITED MOTORS
Parts, Accessories & Supplies
For Cars - Trucks - Tractors
PASO ROBLES
AUTO PARTS
720-10th Paso Robles 505
After 6 P.M. & Sundays & Holidays - Paso Robles 1425

Automobile Parts & Supplies—Retail—Cont'd)

FIRESTONE STORES
710 Higuera.....Sn Luis Obspo 130
General Auto Parts 1218 Pine.....Pso Robls 280
Michelmore & Wooster Buick & GMC
1501 Spring.....Pso Robls 14

PASO ROBLES AUTO PARTS
720-10th.....Pso Robls 505
(See Advertisement Opposite Page)

PETERSEN AUTO PARTS
742 Marsh.....Sn Luis Obspo 1106
If no answer call.....Sn Luis Obspo 3168-W
If no answer call.....Aroyo Grnde 155-Y-4
Sears Roebuck & Co
879 Higuera.....Sn Luis Obspo 760
Universal Auto Parts Co
969 Monterey.Sn Luis Obspo-1418

WESTERN AUTO SUPPLY
133 E Branch.....Aroyo Grnde 12
Western Auto Supply Co 1420 Park...Pso Robls 596

WESTERN AUTO SUPPLY CO
685 Higuera.....Sn Luis Obspo 993
Sundays-Holidays Call....Sn Luis Obspo 2357-W

WESTSIDE AUTO PARTS CO
1229 Monterey.....Sn Luis Obspo 908
(See Advertisement Opposite Page)

Everything possible is being done to furnish you the prompt and courteous service to which you've been accustomed. When there is a delay before you get the operator, remember that more people are placing more telephone calls than ever before.

To speed service please look up the number first!

Each new issue of the Telephone Directory contains an important percentage of listings that are new or changed.

Many new telephones have been installed.

Many people have changed their places of residence or business.

Please consult
the directory first.

Automobile Parts & Supplies-Used

RIVERSIDE USED PARTS
1545 Riverside Av.....Pso Robls 1132-W

Automobile Parts & Supplies—Whsle & Mfrs

ATASCADERO MOTOR PARTS
S Highway.....Atascadero 134-R

GENERAL AUTO PARTS 1218 Pine...Pso Robls 280
(See Advertisement This Page)

PASO ROBLES AUTO PARTS
720-10th.....Pso Robls 505

STANDARD AUTO PARTS
PARTS - EQUIPMENT
AUTOMOTIVE PAINTS
1085 Higuera.....Sn Luis Obspo 1200
Nights Call.....Sn Luis Obspo 564-W
Nights Call.....Sn Luis Obspo 2250-W
Nights Call.....Sn Luis Obspo 2079

UNIVERSAL AUTO PARTS CO
QUALITY - SERVICE - PARTS
For
ALL CARS, TRUCKS AND TRACTORS
Continuous Service
969 Monterey.....Sn Luis Obspo-1418
If no answer call....Sn Luis Obspo 2726-R

Keep the Classified Telephone Directory handy; it can save you time and effort.

AUTO PARTS

• SHOP EQUIPMENT
• TOOLS
• DU PONT FINISHES
DU PONT
PHONE
PASO ROBLES
280
If no answer call
PASO ROBLES 697
GENERAL AUTO PARTS
1218 Pine

RADIATOR AND COOLING SYSTEM SERVICE

All Makes Autos & Trucks

• CLEANING & RODING • REPAIRING • RECORING

AUTHORIZED HARRISON SALES & SERVICE

All Work Guaranteed

SAN LUIS OBISPO

455

306 HIGUERA

"One Call Does It All"

FRANKLIN RADIATOR SERVICE

RADIATORS

• REMOVED • REPLACED
• REPAIRED • REBUILT
• CLEANED • RECORED

WE HAVE NEW RADIATORS

San Luis Obispo 2184

COMPLETE BATTERY SERVICE

BANKS RADIATOR SHOP

Est. 1937

1011 Toro St.

OUT of the DISCARD

A few minor repairs on that discarded article will restore its life of usefulness and convenience. You'll find the man who can help you listed in the

Classified TELEPHONE SECTION

Automobile Radiator Repairing

Bank's Radiator & Battery Repair Shop
1011 Toro Dr.....Sn Luis Obspo 2184
(See Advertisement Opposite Page)
CACCIA HOWARD 740 D.....Morro Bay 4621
CLAASSEN'S RADIATOR SHOP
1534 Spring.Pso Robls-909-W
Franklin Radiator Service
306 Higuera.....Sn Luis Obspo 455
(See Advertisement Opposite Page)
PASO ROBLES BODY WORKS
2815 Vine.....Pso Robls 652

Automobile Radios–See Radio Dealers

Automobile Repairing

AL'S BRAKE SERVICE
Complete Auto Repair Service
Motor Rebuilding - Brake Service
Wheel Aligning - Reboring
All Work Guaranteed
1175 Monterey.....Sn Luis Obspo-2234

Arland Chevrolet Co
1039 Monterey.....Sn Luis Obspo 1548
(See Advertisement Page 11)

BOOTH BROTHERS
REPAIRS & SERVICE ON ALL MAKES
836-13th.....Pso Robls 5

Automobile Repairing–(Cont'd)

BORIACK JOHN MOTOR CO
1144 Monterey.....Sn Luis Obspo 1469
Caccia Howard 740 D.....Morro Bay-4621
Carl's Body & Paint Shop
1365 Monterey.....Sn Luis Obspo 754
CHEVROLET AUTHORIZED SALES & SERVICE–
NICHOLS SID CHEVROLET
1305 Spring.....Pso Robls-786

COOKE C ED GARAGE
Grand & Halcyon.....Aroyo Grnde 136-F-12
Cryder F J Morro Rd &Snta Ynez.....Atascadero 47
DAHL BROS GARAGE
3405 Spring.....Pso Robls 1060
If no answer call.....Pso Robls 1181-W

DAN & ERNIE'S AUTO SERV
COMPLETE AUTO REPAIR SERVICE
BRAKE SERVICE - MOTOR REBUILDING
CRANKSHAFT GRINDING
WHEEL ALIGNING - REBORING
All Work Guaranteed
1234 Broad ..... Sn Luis Obspo 3156-W

ED'S MECHANICAL SERVICE
904 High.....Sn Luis Obspo 272-J
FAIR DAVID L
1330 Monterey.....Sn Luis Obspo 1983
FORD AUTHORIZED SALES & SERVICE–
LEVERENZ WALTER F Highway..Atascadero 14
Night Call.....Atascadero 40-M
THRESH E H INC
1101 Monterey.....Sn Luis Obspo 102

GARRETT MOTORS
1219 Monterey.....Sn Luis Obspo 2476
(Continued Next Page)

AUTO & TRUCK

REPAIR SERVICE

RADIATOR REPAIRING

• BODY REPAIR • FENDER REPAIRING
• FRAME STRAIGHTENING • PAINTING
• ELECTRICAL SERVICE

Heavy Duty Truck Towing

24-Hour Service
PASO ROBLES 652

24-Hour Service
PASO ROBLES 652

PASO ROBLES BODY WORKS

2815 VINE ST.

Are you doing this or- this?

STEERING SERVICE

WHEEL & FRAME ALIGNMENT
WHEEL BALANCING

Todd's Bear Service

PHONE
San Luis Obispo 3180

996 Marsh

ROUTZAHN
MOTOR COMPANY

REPAIRS ON ALL MAKES
AUTOS - TRUCKS

USED CARS
BOUGHT & SOLD

PHONE
San Luis Obispo 1470

636 HIGUERA

ROBERTS BROS
GARAGE

JIM & GIP ROBERTS, Props.

AUTO BODY & FENDER
REPAIRING - PAINTING

General Repairs & Servicing

MOTOR TUNE-UP

Pismo Beach 33

931 PRICE ST.

Automobile Repairing—(Cont'd)

GENARDINI & SILVA GARAGE
GENERAL AUTO REPAIRS
MOTOR OVERHAULING
& MOTOR TUNE-UP
Brake & Tire Service
Hwy No 1.....Cayucos 2632

H & H SERVICE & AUTO REPAIRS
401 Traffic Wy.....Aroyo Grnde 423

HIGHWAY GARAGE
COMPLETE
BODY & FENDER WORK
AUTOMOBILE PAINTING
AUTOMOTIVE REPAIRS & SERVICE
TOWING
349 Price.....Psmo Bch 119

HIGHWAY GARAGE
COMPLETE AUTOMOTIVE REPAIR
MOTOR REBUILDING
CYLINDER REBORING
All Work Guaranteed
101 Highway.....Sn Luis Obspo 1042-R

JENKINS & HAYNES
SPECIALIZING IN TUNE UP
and
All Kinds of Automobile
Repairing
Curbaril Av.....Atascadero 591-J

Johnson's Automotive Service No 2
Higuera & Osos.....Sn Luis Obspo 2619-J
If no answer call.....Sn Luis Obspo 973-W
KAMM C H & CO
Buick Specialists
1034 Monterey.....Sn Luis Obspo 332
KIMBALL MOTOR SERVICE
252 Higuera.....Sn Luis Obspo 2344
Larsen Peter 1027 Nipomo.....Sn Luis Obspo-814
Mazza & Hamilton General Petroleum Service
Station 600 Marsh.....Sn Luis Obspo 1963
McGREGOR MOTORS CO
1255 Monterey.....Sn Luis Obspo 3142
Nichols Sid Chevrolet Highway.....Atascadero 163
NIPOMO GARAGE
Ignition Service
101 Hwy.....Nipomo 2491
Ocean View Garage Main.....Morro Bay-2421
ONE-O-ONE GARAGE
101 Hwy.....Snta Marguerita 50-J
PASO ROBLES BODY WORKS
2815 Vine.....Pso Robls-652
(See Advertisement Preceding Page)

PAULS' AUTOMOTIVE SERVICE
OVERHAULING
WHEEL ALIGNING
GENERAL REPAIRING
Open Saturdays
99 Traffic Way.....Aroyo Grnde 105

PAUL'S GARAGE
Nipomo & Monterey.....Sn Luis Obspo 2319-R
Paul's Truck Service
10th & Salinas.....Pso Robls 1438-J
(Continued Next Page)

Automobile Repairing—(Cont'd)

PIMENTEL&WEAVER GARAGE
TRUCK REPAIRS
AND
MAINTENANCE
HEAVY EQUIPMENT DIESEL REPAIRS
24-HOUR SERVICE
101Hwy.....Sn Luis Obspo-1360
Residence.....Sn Luis Obspo 1066-R

PIONEER GARAGE 1246 Spring....Pso Robls 169-W
PISMO STREET GARAGE
431 Pismo.....Pismo Bch 186-W
Richfield Service Garage 781 Price..Pismo Bch 226
Roberts Bros Garage 931 Price.....Pismo Bch 33
(See Advertisement Opposite Page)
ROUTZAHN MOTOR CO
636 Higuera.....Sn Luis Obspo 1470
(See Advertisement Opposite Page)
SCHMIDT WM F 1628 Spring.....Pso Robls 1090
Service Garage
Studebaker Authorized Sales & Service
917-12th.....Pso Robls-35-R
Standard Auto Parts
1085 Higuera.Sn Luis Obspo-1200
STINCHFIELD'S GARAGE
1348 Railroad.....Pso Robles 1535
Sweeter's Garage Oceano.....Aroyo Grnde 230-F-14
Texaco Service
554 Traffic Wy.....Aroyo Grnde 149-J
Thomson Glen H
1511 Monterey.....Sn Luis Obspo 2581-J
THRESH E H INC 1101 Monterey.Sn Luis Obspo 102
TODD'S BEAR SERVICE
996 Marsh.....Sn Luis Obspo 3180
(See Advertisement Opposite Page)

Automobile Rims
See Automobile Parts & Supplies Headings

Automobile Seat Covers
Alva Green's Automotive Trim & Upholstery
1234 Broad.....Sn Luis Obspo 3156-J

Automobile Servicing
See Automobile Repairing

Automobile Signals
See Automobile Parts & Supplies Headings

Automobile Starter Repairing
See Automobile Electrical Service

Automobile Supplies
See Automobile Parts & Supplies Headings

Automobile Tires—See Tires Headings

Automobile Towing
ARLAND CHEVROLET CO
1039 Monterey.....Sn Luis Obspo 1548
If no answer call.....Sn Luis Obspo 1471-R
Auto Club Emergency Road Service
139 Traffic Wy.....Aroyo Grnde 60-W
AUTOMOBILE CLUB OF SOUTHERN CALIFORNIA
Emergency Road Service
Highway.....Atascadero 163
CHOLAME GARAGE Shandon....Pso Robls 26-F-6
HIGHWAY GARAGE
Official National Auto Club Towing Serv
349 Price.....Pismo Bch 119
LEVERENZ WALTER F
Official National Auto Club Service
Highway.....Atascadero 14
Night Call.....Atascadero 40-M
NICHOLS SID CHEVROLET
1305 Spring.....Pso Robls 786
If no answer call.....Pso Robls 953-W

Automobile Towing—(Cont'd)

PASO ROBLES BODY WORKS
2815 Vine.....Pso Robls-652
PIONEER GARAGE
Auto Club Of S Cal Road Service
1246 Spring.....Pso Robls-169-W
Rettig William A Oceano....Aroyo Grnde 432-F-22
TEX'S PAINT & BODY SHOP
Auto Club Of S Cal Day & Night Service
Main.....Morro Bay 4281
If no answer call.....Morro Bay 4967
If no answer call.....Morro Bay 3524
THRESH E H INC
Auto Club of S Cal Emer Rd Serv
1101 Monterey.....Sn Luis Obspo 102

Automobile Trucks
See Trucks-Motor Dealers Headings

Automobile Upholsterers

ALVA GREEN'S AUTOMOTIVE TRIM & UPHOLSTERY
1234 Broad.....Sn Luis Obspo 3156-J
BERRY'S TOP SHOP
1005 Monterey.....Sn Luis Obspo 223-W
(See Advertisement This Page)
CLINE'S AUTO BODY SHOP
640 Marsh.....Sn Luis Obspo 422
JONES SECOND HAND STORE & UPHOLSTERY SHOP
101 Hwy.....Templtn 2101
PARAMOUNT UPHOLSTERING SHOP
272 Pacific.....Sn Luis Obspo 2921-J
(See Advertisement This Page)
PASO ROBLES AWNING CO
707 Spring.Pso Robls-646

AUTO TOPS

SEAT COVERS TAILORED TO ORDER TRUCK CUSHIONS

SAN LUIS OBISPO 223-W
BERRY'S TOP SHOP
1005 MONTEREY

PARAMOUNT UPHOLSTERING SHOP
All Work Guaranteed
Complete Auto Upholstering
Top Repairing & Seat Covers
Scott-Johnson Upholstery Cleaning
Furniture Recovering
Repairing - Refinishing
RUG & CARPET CLEANING - MOTH PROOFING
PHONE
San Luis Obispo
2921-J
272 Pacific

EMIL'S CHEVRON SERVICE

STEAM CLEANING
WASHING
POLISHING
SIMONIZING
STANDARD PRODUCTS
ACCESSORIES
LUBRICATION

Prompt Service *Quality Work*
TELEPHONE
San Luis Obispo 918-J
PALM & MORRO

Billie's
Toy & Baby Shop

San Luis Obispo's original Baby Shop

TOTS TO TEENS

INFANTS' & CHILDREN'S CLOTHING

Nursery Furniture
Complete Line of
Maternity Wear

Phone San Luis Obispo **2628-W**
766 HIGUERA

TOTS & TEENS

COMPLETE LINE INFANTS' & CHILDREN'S WEAR
Gifts & Toys
Phone
PASO ROBLES 310

Marion Price, *Prop.* 1347 Park

Automobile Washing & Polishing

Emil's Chevron Station
Palm & Morro.....Sn Luis Obspo 918-J
(See Advertisement This Page)

Automobile Welding–See Welding

Automobile Wheel, Axle & Frame Repairing

FAIR DAVID L
1330 Monterey.....Sn Luis Obspo 1983
MAZZA & HAMILTON GENERAL PETROLEUM SERVICE STATION
Axel & Wheel Aligning Specialists
600 Marsh.....Sn Luis Obspo 1963
PAULS' AUTOMOTIVE SERVICE
99 Traffic Way.....Aroyo Grnde 105
SAMPLE BUD BRAKE SERVICE
721 Spring.....Pso Robls 148-W

Automobile Wreckers

DEWEY'S AUTO WRECKING
WE BUY & SELL
USED PARTS FOR
AUTOS & TRUCKS
ALL MAKES & MODELS
214 Higuera .....Sn Luis Obspo 2142

Henry's Wrecking Exchange
101 Hwy.Aroyo Grnde-238-F-21
PASO ROBLES SALVAGE CO
Auto&Truck Parts New&Used
We Buy&Sell Used Cars&Trucks
1132 E13th.....Pso Robls-360
Riverside Used Parts
1545 Riverside Av.....Pso Robls 1132-W
Roy's Wrecking Yard
8th & Farrel Rd.....Aroyo Grnde 150-F-13
WESTSIDE AUTO PARTS CO
Auto Parts New & Used
Trucks & Cars Wanted
1229 Monterey. .....Sn Luis Obspo-908

Baby Shops

See also Children's & Infants' Garments–Retail

BILLIE'S TOY & BABY SHOP
766 Higuera.....Sn Luis Obspo 2628-W
(See Advertisement This Page)
CONNIE'S ADORABLE BABY SHOP
1322 Spring.....Pso Robls 339-M
TOTS & TEENS 1347 Park.....Pso Robls 310
(See Advertisement This Page)
Treasure Chest Baby Shop
1046 Chorro.....Sn Luis Obspo 640-W

Baggage–See Luggage Headings

Bags–Burlap & Cotton

AMERICAN BAG CO 228 Harrison Oakland
(Toll) Call 'Operator" for.....Glencourt 1-1286
SIERRA BAG COMPANY 1615 U Bakrsfield
(Toll) call "Operator" for.....Bakrsfld 8-8151

Bakers–Pie–See Pies–Pastry

Bakers–Retail

ARROYO GRANDE BAKERY
104 Branch.....Aroyo Grnde 52-W
Arvidson's Ice Cream Parlor
1041 Higuera.....Sn Luis Obspo 3057-J
ATASCADERO BAKERY
Specializing-Wedding & Birthday Cakes
Highway.....Atascadero 182

(Continued Next Page)

Bakers–Retail–(Cont'd)

DELITE BAKERY & DELICATESSEN
The House of Quality
723 Higuera.....Sn Luis Obspo 437
Favorite Bakery Morro & Marsh..Sn Luis Obspo-1615
FREEMAN'S PASTRY SHOP
850 Higuera.....Sn Luis Obspo 1111
MOR-MAC'S FOOD CENTER
Specializing In Pastry
5th & E.....Morro Bay 4511
PASO ROBLES BAKERY
Spec Wedding-Birthday-Party Cakes
1229 Park.....Pso Robls-228
PINE CREST BAKERY Highway.....Cambria 75-R
Pioneer Drive-In Market
Morro & Marsh.....Sn Luis Obspo 1615
PISMO BAKERY
BIRTHDAY AND WEDDING CAKES
A SPECIALTY
BREAD - PIES - PASTRIES
Chas. E. Russell
511 Cypress.....Psmo Bch 75

Bakers–Whsle

Bradley R H Pies 1804 Osos.....Sn Luis Obspo 861
Favorite Bakery 638 Marsh.....Sn Luis Obspo-752
PEERLESS BAKERY
584 Higuera.....Sn Luis Obspo 319
Weber Baking Co Dulzura.....Atascadero 393-R

Ballrooms

Rose Garden Ballroom
1100 Bello.....Pismo Bch 136-J

Banks

Bank of America
Arroyo Grande Branch 100 Branch.Aroyo Grnde-16
Atascadero Branch Traffic Wy....Atascadero-107
Pismo Beach Branch Pomeroy.....Pismo Bch-115
Bank of America National Trust & Savings Association
Paso Robles Branch Bk of AmericaBg.Pso Robls-11
San Luis Obispo Branch Higuera.Sn Luis Obspo-146
Security-First National Bank of L A
799 Higuera.Sn Luis Obspo-397

Barbers

Anderson Barber Shop
953 Monterey.Sn Luis Obspo-1216
Buck's Barber Shop
1349 Chorro.....Sn Luis Obispo 3186
BUCK'S BARBER SHOP
Corner of Chorro & Pismo St.
Call 3186 for Appointments
WALTER F. BUCK
1349 Chorro ..... Sn Luis Obspo 3186
Buzz Barber & Beauty Shop
108 Branch.Aroyo Grnde-57
Cape Barber Shop 1320 Spring.....Pso Robls-1112
Colt's Barber & Beauty Shop
709-12th.....Pso Robls 79
Johnston's Barber Shop
Grand Av.....Aroyo Grnde 144-F-12
Tex's Barber Shop 1210 Park.....Pso Robls-84

Barrels & Drums

McGUIRE & CO
Steel Drums-Wood Barrels-Bought-Sold
4500 Shellmound Oakland
(Toll) Call "Operator" for.....Olympic 2-8260
MYERS BARREL CO
Steel Drums-Barrels Bought & Sold
6549 Sn Pablo Av Oakland
(Toll) Call "Operator" for.....Olympic 2-6847

Basement Cleaning–See Rubbish Hauling

Bathing Suits–See Sportswear Headings

Baths

ONTARIO HOT SPRINGS
PismoRd.Sn Luis Obspo-7-R-2
PASO ROBLES HOT SULPHUR SPRINGS
840-11th.....Pso Robls 619
(See Advertisement This Page)
Sycamore Mineral Springs
Mr & Mrs Paul Bylling
Avila Rd.....Sn Luis Obspo 8-J-12

FOUR THOUGHTFUL ITEMS OF TELEPHONE PROCEDURE—

1. Please answer promptly.
2. Please be on the line when the party you want answers.
3. Please speak distinctly and without hurrying, with the lips close to the mouthpiece.
4. Please replace the receiver gently when through talking.

PASO ROBLES
HOT SULPHUR SPRINGS and MUD BATHS

TREATMENTS FOR RHEUMATISM, ARTHRITIS, SACRO-ILLIAC, STRAIN, SCIATICA, NERVOUS AND OTHER DISORDERS IS UNEXCELLED IN ITS RESULTS

◇

• Swedish & Scientific Massage
• Physical Therapy

◇

A. J. NEVINS

◇

840-11th St.

◇

PHONE
PASO ROBLES 619

Batteries–Retail

Banks Radiator & Battery Repair Shop
1011 Toro.....Sn Luis Obspo 2184
Brown Gordon C Roosevelt Hwy.....Morro Bay 2872

EXIDE BATTERIES

The honest, accurate advice of the Dealers listed below will prolong your battery's life.

Exide

WHEN IT'S AN EXIDE YOU START

"FOR SERVICE CALL"

WHOLESALE

UNIVERSAL AUTO PARTS CO
969 Monterey. Sn Luis Obspo-1418

RETAIL DEALERS

ED'S SERVICE
Higuera & Nipomo.....Sn Luis Obspo 123
HIBBARD & HIBBARD
1233 Spring.....Pso Robls 220
Highway Garage 349 Price.....Pismo Bch 119
PISMO STREET GARAGE
431 Pismo.....Pismo Bch 186-W

FIRESTONE HOME & AUTO SUPPLY
1326 Spring.....Pso Robls 405

FISK BATTERIES—
MADDALENA TIRE CO
Higuera & Osos.....Sn Luis Obspo 79

GOULD AUTOMOTIVE BATTERIES—
ED'S SERVICE
Higuera & Nipomo.....Sn Luis Obspo 123

Hibbard & Hibbard 1233 Spring.....Pso Robls 220
HOVE'S TEXACO SERVICE Highway..Templtn 2451

Batteries–Retail–(Cont'd)

KIMBALL TIRE CO
283 Higuera.....Sn Luis Obspo 758
MADDALENA TIRE CO
Higuera & Osos.....Sn Luis Obspo 79

NORWALK BATTERIES—
NORWALK SERVICE STATION
1088 Higuera.....Sn Luis Obspo 1913

Upton's Service Station
920 High.....Sn Luis Obspo 132

Batteries–Whsle & Mfrs

GENERAL AUTO PARTS 1218 Pine...Pso Robls 280

Beauty Shops

ANDERSON HOTEL BEAUTY SALON
963Monterey. Sn Luis Obspo-964
Artistic Beauty Shop 517-13th.....Pso Robls-1011
BEAUTE ART SALON 780 Toro...Sn Luis Obspo 324
(See Advertisement on Page 22)
BEAUTY NOOK
Margarite D Adkins-Owner
330-5th.....Morro Bay 4456
Betty's Beauty Shop Ketch Bldg.....Atascadero-36
Buzz Barber & Beauty Shop
108 Branch. Aroyo Grnde-57
Carolyn's Beauty Shop
7th & Morro.....Morro Bay 4441
Caspers Beauty Salon & Massage
515 N Broad.....Sn Luis Obspo 1102-W
Collett Beauty Shop Dolliver.....Pismo Bch 192-W
Cora Clark Beauty Shop
508 Allen.....Aroyo Grnde 434-J
COTTAGE BEAUTY SALON
1341 Chorro.....Sn Luis Obspo 1759-W
(See Advertisement This Page)
(Continued Next Page)

Now . . .

the lovely new

Cottage Beauty Salon

- Hair Tinting
- Permanent Waving
- Tints and Bleaches
- Manicures

June Buck Stanley - Prop.

CALL SAN LUIS OBISPO

1759-W

1341 Chorro

Beauty Shops–(Cont'd)

Dorothy's Beauty Shop Highway.....Cambria 67

E & F BEAUTY SALON
Specializing in all Types of PERMANENT WAVING
Esther Robinson-Owner
Margie Teed—Operator
AMPLE PARKING
EVENINGS BY APPOINTMENT
EFFICIENT - FRIENDLY
1072 Mill.....Sn Luis Obspo 2038

ELITE BEAUTY SALON
1120 Morro.....Sn Luis Obspo 601
(See Advertisement This Page)
GLADYS BEAUTY SALON
1322 Morro.....Sn Luis Obspo 1836
(See Advertisement Following Page)
HELEN'S BEAUTY SALON
Frances Burton-Owner
Traffic Wy.....Atascadero 146
Hibbard's House of Beauty
1503 Park.....Pso Robls 1010
IRENE'S BEAUTY SALON
1129Chorro. Sn Luis Obspo-810
(See Advertisement This Page)
Jameson S M Market.....Morro Bay 3221
Mabel's Beauty Shop 121 W Branch.Aroyo Grnde 28-J
MARGUERITE'S REDUCING & BEAUTY SALON
Introducing Macievy Reducing System
910 Price.....Pismo Bch 27-J
Myrtle's Beauty Shop 1238 Park.....Pso Robls-282
OLLIE'S BEAUTY SALON
Helen Rose-Proprietor
1112 Garden.....Sn Luis Obspo-737
(Continued Next Page)

Ruby's BEAUTY SALON

DOROTHY ANDERSEN

Artists in Coiffures!

Specializing in
PERMANENT WAVING & HAIR STYLING

684 HIGUERA

San Luis Obispo 464

elite
beauty salon

LORRAINE BARBER

Specializing in RADIO WAVES Machine & Machineless

PERMANENTS

SAN LUIS OBISPO 601

1120 MORRO

Irene's BEAUTY SALON

COMPLETE BEAUTY SERVICE
Specializing in
COLD WAVES AND RADIO WAVES
Ruby Silva
Hazel Erbe

Phone
SAN LUIS OBISPO
810
1129 CHORRO

Hair Styling . .
PERMANENTS
TELEVISION WAVE
TINTING
Carolyn Gibson
Operator
"Plenty of Parking Space"
ESTHER GIBSON, *Prop.*
Telephone **San Luis Obispo 324**
BEAUTE ART SALON
780 TORO

Gladys Beauty Salon
Specializing in Television
Permanents and All Branches
of Beauty Work
Open evenings for working girls
by appointment.
Gladys Ellis formerly of Beaute
Art Salon, Prop.
Florence Vincent, Operator
Josephine Stewart, Hostess
Phone San Luis Obispo 1836
1322 MORRO SAN LUIS OBISPO

WIEDERSHEIM
...AND...
LANGDON
Distributors

PABST
BLUE
RIBBON
BEER

REGINA WINES
Phone
San Luis Obispo 293
304 Higuera

Beauty Shops—(Cont'd)

PAT'S BEAUTY SHOP
H F Ramsey Prop
5th ..... Morro Bay 2191

RUBY'S BEAUTY SALON
684 Higuera..... Sn Luis Obspo 464
(See Advertisement Preceding Page)

St Moritz Beauty Studio 614-13th.... Pso Robls-312

SALLY'S BEAUTY SALON
Beatrice Pike-Proprietress
1111 Spring..... Pso Robls-87

Shaffer's Beauty Shop 320 Hinds Av.. Pismo Bch-166
Shandon Beauty Shop Shandon.... Pso Robls-30-F-13

TANDY'S BEAUTY SHOP
PISMO BEACH
"For Particular People"
Specializing in
HELENE CURTIS COLD WAVE
990 Price..... Pismo Bch 348

Templeton Beauty Shop Highyay..... Templtn 2391

Vanity Box
Edith Millard-Owner
1336 Spring..... Pso Robls-221

YOUNG'S BEAUTY SHOP
Located Fremont Theatre Bldg
1037 Monterey..... Sn Luis Obspo-391

Beer & Ale Distrs

ACME BEER—
COCA-COLA BOTTLING CO
Higuera ..... Sn Luis Obspo 804

BUDWEISER—
JORDANO'S INC
1321 Carmel..... Sn Luis Obspo 1253

BURGERMEISTER DISTR
Traffic Wy & Honda..... Atascadero 94

CANADIAN ACE BEER & ALE—
MORGANTI L J CO
698 Higuera..... Sn Luis Obspo 2440

COCA-COLA BOTTLING CO
Acme Beer-Distributors
846-9th ..... Pso Robls 241

EASTSIDE BEER—
LAGOMARSINO'S WHOLESALE LIQUOR
& WINES
Osos & Higuera..... Sn Luis Obspo 187

FORTINI LOUIS C S Highway.... Pso Robls 1049-W
FORTINI LOUIS C S Highway.. Sn Luis Obspo 1934-W

GOLDEN GLOW BEER—
MAUGHAN BROS 101 Hwy... Sn Luis Obspo-1413

JORDANO'S INC 1321 Carmel... Sn Luis Obspo 1253

LUCKY LAGER BEER—
FORTINI LOUIS C S Highway.. Pso Robls 1049-W
JORDANO'S INC
1321 Carmel..... Sn Luis Obspo 1253

Maughan Bros 101 Hwy..... Sn Luis Obspo-1413

MAUGHAN'S WHOLESALE
2138 Spring..... Pso Robls 598

Maughan's Wholesale
51 Higuera..... Sn Luis Obspo 149-J

MILLER HIGH LIFE BEER—
LAGOMARSINO'S WHOLESALE LIQUOR
& WINES
Osos & Higuera..... Sn Luis Obspo 187

(Continued Next Page)

Beer & Ale Distrs—(Cont'd)

PABST BLUE RIBBON BEER—
WIEDERSHEIM & LANGDON
304 Higuera..... Sn Luis Obspo 293

SCHLITZ BEER—
FORTINI LOUIS C S Highway.. Pso Robls 1049-W
FORTINI LOUIS C
S Highway..... Sn Luis Obspo 1934-W

WIEDERSHEIM & LANGDON
304 Higuera..... Sn Luis Obspo 293
(See Advertisement Opposite Page)

WIELAND'S BEER—
FORTINI LOUIS C S Highway.. Pso Robls 1049-W
FORTINI LOUIS C
S Highway..... Sn Luis Obspo 1934-W

Beer Parlors

BUDWEISER TAVERN
1032 Chorro. Sn Luis Obspo-1935

Buoy Cafe Ocean Av..... Cayucos 2022

CROWLEY'S 986 Monterey..... Sn Luis Obspo 390

Dalessi Henry C
Rainier Bar
999 Monterey ..... Sn Luis Obspo-190-W

Drake's Place..... S Margrita 51-W

FREITAS GEO A BANK EXCHANGE
686 Higuera. Sn Luis Obspo-1195

IDAHO CLUB 500 Cypress..... Pismo Bch 161

Knotts R F 101 Hwy..... Nipomo 2451

Olgiati Robert 1019 Court..... Sn Luis Obspo-1055

Belting—Mechanical

Pacific Mill & Mine Supply Co Inc
Leather-Cotton-Rubber
526 Mission S F
(Toll) Call "Operator" for..... Douglas 2-5921

Beverage Fountain Shops

Tiny's Fountain Service 101 Hwy.... Atascadero 297

Beverages—Non Alcoholic

CANADA DRY—
LAGOMARSINO'S WHOLESALE LIQUOR
& WINES
Osos & Higuera..... Sn Luis Obspo 187

COCA-COLA BOTTLING CO
Higuera ..... Sn Luis Obspo 804

Dr Pepper Distributing Co
1846 Pine..... Pso Robls. 1403-W

Peter Pan Distributing Co
Foothill Blvd..... Sn Luis Obspo 1172-W

SEVEN UP BOTTLING CO
1022 Leff..... Sn Luis Obspo 1443

Bicycles—Retail

Pismo Cyclery & Lock Shop
Schwinn Bicycles
468 Price..... Pismo Bch 338-W

SCHWINN BICYCLES—
SAN LUIS CYCLERY
1239 Monterey..... Sn Luis Obspo 876

WHIZZER—
SAN LUIS CYCLERY
1239 Monterey..... Sn Luis Obspo 876

Why not check into the sales-building possibilities of the Yellow Pages? Call our nearest Business Office for information on Classified Directory advertising.

Billiard Parlors

AL'S POOL HALL
Atas Hotel Bldg..... Atascadero 444

Bennett's Pool Hall 5th & Main..... Templtn 2461
Cagle's Smoke Shop 1318 Spring..... Pso Robls 82
Carillo Victor 217 Dolliver..... Pismo Bch 82
Carl's Billiards 831-13th..... Pso Robls 1529-J
Nelson & Dresser 811-12th..... Pso Robls-151-J
Red Rooster 601 Cypress..... Pismo Bch 185
Red's Place 1817 Osos..... Sn Luis Obspo 1857
Stag Billiard Parlor 956 Monterey. Sn Luis Obspo-202

Blacksmiths

Cuendet F 1304 Railroad..... Pso Robls-130-J
Jones C M Highway..... Atascadero 52
Paso Robles Agr Wks 1204 Railroad. Pso Robls-35-W

Blinds—See Venetian Blinds Headings

Boat Builders & Repairers

Beck Bros Boat Shop Oceano... Aroyo Grnde 231-F-3

Boat Dealers

Harbor Boat Works S Main..... Morro Bay 3581

Morro Bay Marine Supply
5th & Morro..... Morro Bay 4461

Boats—Charter

Auto Court Store Avila..... Sn Luis Obspo 33-J-1
Bettencourt Alvin J Highway..... Cayucos 4121
Kline's Landing 4th..... Morro Bay 4131

Boiler Equipment & Supplies

Keene's Plumbing & Heating Serv
3045 Park..... Pso Robls 655-J

Boiler Repairing

Parker E R Boiler Works
514 Higuera. Sn Luis Obspo-2056

Boilers—Mfrs & Distrs

Advance Machinery Company Of The Pacific
138 Tunitas Av..... Atascadero 494

MUND'S BOILER AGENCY
1 TO 250 H.P. FULLY AUTOMATIC
RETURN SYSTEMS
DRY CLEANING UNITS - PARKER COILS
FILTERS & STILLS - EXTRACTORS & TUMBLERS
DRY CLEANING & WET WASH WASHERS
LAUNDRY & DRY CLEANING EQUIPMENT
1142 Mission San Francisco
(Toll) Call "Operator" for.. Underhill 1-7212

OCEAN SHORE IRON WORKS
MANUFACTURERS & DISTRIBUTORS
BOILERS
New & Rebuilt Scotch - Vertical Tubular
Firetube - Watertube
TITUSVILLE IRON WORKS, PA.
Solvit Boiler Compound - Boiler Tubes
550-8th San Francisco
(Toll) Call "Operator" for.. Underhill 1-4310

Steamaster Automatic Boiler Company
3221-20th S F
(Toll) Call "Operator" for..... Atwater 2-6219

Telephone service is one of the unifying forces of the nation.

Bolts & Nuts

Payne's Bolt Works
Since 1871 Mfrs Bolts Nuts & Rivets
201 Main S F
(Toll) Call "Operator" for.....Sutter 1-8200

Bonds–Investment–See Investments

Book Dealers

Armstrong's Books & Gifts
Entrada Av.....Atascadero 490-W
Gabby Book Store
1040 Chorro.....Sn Luis Obspo 867-W

Bookkeeping Service

Boyce J Earle
Bank of America Bldg.Sn Luis Obspo-886
Chope J P Wickenden Bldg.....Sn Luis Obspo 162-M
CORNELL DANL J
Traffic Wy.....Atascadero 235-W

Bottlers

Coca-Cola Bottling Co 846-9th.....Pso Robls 241
Nehi-RC Cola Bottling Co
120 Higuera.Sn Luis Obspo-2115

Bowling Alleys

BRUNSWICK BOWLING CENTER
1329 Spring.....Pso Robls 309-R
EL CAMINO BOWL
1115 Snta Rosa.....Sn Luis Obspo 338
(See Advertisement This Page)
Pismo Bowl 277 Pomeroy Av.....Pismo Bch 191

BOWL *For Health Recreation Relaxation*

San Luis Obispo 338

8 Brunswick Lanes
ABC SANCTIONED
LUNCH COUNTER IN CONNECTION
LOCKER FACILITIES

EL CAMINO Bowl
1115 SANTA ROSA
SAN LUIS OBISPO

Boxes–Wooden

General Box Distrs Oceano....Aroyo Grnde 231-F-15

Brake Service

AL'S BRAKE SERVICE
1175 Monterey.....Sn Luis Obspo 2234
(See Advertisement This Page)
CAMERON'S BRAKE & WHEEL ALIGNMENT
3011 Spring.....Pso Robls 170-W
GARRETT MOTORS
1219 Monterey.....Sn Luis Obspo 2476
Master Brake Service 565 Higuera.Sn Luis Obspo-525
SAMPLE BUD BRAKE SERVICE
721 Spring.....Pso Robls 148-W
SAN LUIS BRAKE & TIRE SERVICE
751 Marsh.....Sn Luis Obspo 2380-M

Brick–Common, Face, Etc

SAN LUIS BRICK WKS
Manufacturers of
RED BRICKS - CEMENT & PUMICE BLOCKS
MASONRY AND TILE CONTRACTORS
Estimates Given
Member San Luis Obispo Co. Contractor's Assn.
2900 S Broad.....Sn Luis Obspo-997

Broadcasting Stations

See Radio Broadcasting Companies & Stations

Brokers–Grain–See Grain Brokers

Brokers–Grocery Products

See Food Products Brokers

Brokers–Insurance

See Insurance Agents & Brokers

Brushes

Fuller Brush Co 525 Branch...Sn Luis Obspo 2128

Builders–See Contractors–Building

Building & Loan Associations

Atascadero Guarantee Building-Loan Assn
Highway.Atascadero-147
Guarantee Bldg-Loan Assn
1127Garden Sn Luis Obspo-362
Paso Robles Mutual Building&Loan Assn
1211Park.Pso Robls-613

AL'S BRAKE SERVICE
BRAKES RELINED
AXLE, WHEEL ALIGNING & BALANCING
COMPLETE AUTO REPAIRS
All Work Guaranteed
Phone SAN LUIS OBISPO 2234
1175 MONTEREY

Building Materials

BAXTER LUMBER & BUILDING MATERIALS
Grand Av.....Aroyo Grnde 240-F-12
BUILDERS MARKET Ocean Av.....Cayucos 2311
BUILDERS MARKET 1115-13th.....Pso Robls-277
Fair Oaks Supply Grand Av..Aroyo Grnde 416-F-12
Farm & Home Supply Alpine..Aroyo Grnde 440-F-2
FOX LUMBER CO Snta Lucia Av.....Atascadero 16
GILES GEO W
MANUFACTURERS OF
LIGHT WEIGHT INSULATED BUILDING BLOCKS
and Irrigation Pipe - Also
State Highway Culvert Pipes
Plant 12th & Salinas St.
1038 Riverside Av.....Pso Robls 411
If no answer call.....Pso Robls 858
HAYWARD HOMER T LUMBER CO
12th&Riverside.Pso Robls-73
NIPOMO LUMBER CO 101 Hwy.....Nipomo 2722
Pac Coast Lumber Co 101 Hwy...Pismo Bch 310-R
Pac Coast Lumber Co Of Calif
410 Branch.....Aroyo Grnde-33
PAC COAST LUMBER CO OF CALIF
271Higuera.Sn Luis Obspo-1420
QUAGLINO JAMES A BUILDERS SUPPLIES
Santa Barbara & High.....Sn Luis Obspo 1840
SAN LUIS MILL & LUMBER CO
246 Higuera.Sn Luis Obspo-624
SOUTHERN PACIFIC MILLING CO
Pine.....Paso Robls 433
SOUTHERN PACIFIC MILLING CO
Snta Barbara Av.Sn Luis Obspo-2200

Building Specialties

PEARSON GLASS SHOP
673 Higuera.....Sn Luis Obspo 1372

REPAIR IT

If the refrigerator, vacuum cleaner, sewing machine, washing machine or radio in your home isn't working properly, call a repair man now. You're sure to find one nearby if you—

LOOK IN THE *Classified* TELEPHONE SECTION

Buildings–See Office Buildings

Bulbs–See Seeds & Bulbs–Retail

Burner Controls–See Regulators

Bus Lines

GREEN BUS SERVICE
CHARTER SERVICE
SPECIAL TRIPS
ANYWHERE - ANY TIME
692 Marsh.....Sn Luis Obspo 1173

Greyhound Bus Depot 110 Branch...Aroyo Grnde 2-W
Greyhound Bus Depot Highway.....Atascadero-237
Greyhound Bus Depot 720-11th.....Pso Robls-242
Greyhound Bus Depot Price & Pismo....Pismo Bch-51

GREYHOUND LINES
SERVING ALL AMERICA
GREYHOUND
Providing a Frequent, Convenient and Comfortable Service At Low Fares
"FOR INFORMATION CALL"

ARROYO GRANDE
Greyhound Bus Depot
110 Branch.....Aroyo Grnde 2-W
ATASCADERO
Greyhound Bus Depot Highway....Atascadero-237
MORRO BAY
Leiter's Pharmacy 5th.....Morro Bay-2831
PASO ROBLES
Greyhound Bus Depot 720-11th....Pso Robls-242
PISMO BEACH
Greyhound Bus Depot Price & Pismo.Pismo Bch-51
SAN LUIS OBISPO
Pacific Greyhound Lines
1009Monterey.Sn Luis Obspo-24
SANTA MARGARITA
Star Garage Highway.....S Margrita 3
Pac Greyhound Lines 1009Monterey.Sn Luis Obspo-24

Business Opportunity Brokers

GRISWOLD E R 1424 Spring.....Pso Robls 1510

Butane–See Liquefied Petroleum Gases

Butchers–Retail–See Meat–Retail

Butchers–Wholesale–See Meat–Whsle

Telephone service is a friendly service. The people who operate and maintain it take a genuine satisfaction in serving you pleasantly and well. People who use the telephone a great deal find that friendliness is an instinctive habit. The telephone helps folks to know each other better.

• CABINETS & FIXTURES
• STORE FIXTURES
• WINDOW GLASS

PHONE
PASO ROBLES 289

WESTERN CABINET WORKS

JEAN DUPERTUIS, SR.
1000 PARK ST. PASO ROBLES

CABINET WORK
Anything in Wood
CUSTOM BUILT

WINDOW FRAMES & SCREENS
KITCHEN CABINETS
MEDICINE CASES & MIRRORS
IRONING BOARDS

Store & Office Fixtures
Walk-in Ice Boxes
Store & Restaurant Remodeling

A. L. ADAMS & SON
CABINET SHOP
1026 Riverside Paso Robles 177-W

Have You Thought

Of having a separate business listing in the Telephone Directory under your own name? The charge for these extra listings is small, the convenience often great.

Cabinet Makers

ADAMS A L & SON CABINET SHOP
1026 Riverside.....Pso Robls-177-W
(See Advertisement This Page)
Barba's Cabinet Shop 411-12th.....Pso Robles 198
Bouton Cabinet & Glass Shop
Del Rio Av. Atascadero-255
HAMMOCK CHAS & SON PAINT SHOP
N Highway.....Atascadero 176
Herrmann's Built-Rite-Woodwork
North Hwy.....Atascadero 488-R
INDUSTRIAL FINISHING CO
French Rd & 101 Freeway...Sn Luis Obspo 1407
Lord's Cabinet Shop Fair Oaks..Aroyo Grnde 137-F-4
Rauch's Cabinet & Upholstery Shop
821-21st.....Pso Robls 966
SCOTT'S CABINET SHOP
Grand Av.....Aroyo Grnde 138-F-3
Stanley's Cabinet Shop
Oceano.....Aroyo Grnde 231-F-22
Western Cabinet Works 1000 Park....Pso Robls-289
(See Advertisement This Page)

Cactus—See Nurseries Headings

Cafeterias—See Restaurants

Calculating Machines
See Adding & Calculating Machines Headings

Cameras
See Photographic Equipment & Supplies Headings

Candy—See Confectioners Headings

Carpet Cleaners
See Rug & Carpet Cleaners

Cash Registers
National Cash Register Co
719 Higuera.....Sn Luis Obspo 2213-W
NATIONAL CASH REGISTERS—
NATIONAL CASH REGISTER CO
719 Higuera.....Sn Luis Obspo 2213-W

Walker R G
Clary-Ohmer & Egry Autographic
785 Marsh.....Sn Luis Obspo 681-W

Cattle Dealers—See Livestock

Cement Contractors
See Contractors—Concrete

Cemeteries & Memorial Parks
Cayucos Morro Bay Cemetery Hwy....Cayucos 4174
Odd Fellows Cemetery & Mausoleum
Highway. Sn Luis Obspo-960

FOUR THOUGHTFUL ITEMS OF TELEPHONE PROCEDURE—

1. Please answer promptly.
2. Please be on the line when the party you want answers.
3. Please speak distinctly and without hurrying, with the lips close to the mouthpiece.
4. Please replace the receiver gently when through talking.

Cesspool Building & Service
COALWELL ROY 2029 Pine.....Pso Robls 1036-W
Harsh F Elmer 1745 Pine.....Pso Robls 278-J
SAN LUIS SANITATION SERVICE
See Our Advertisement Under Septic Tanks
1130 Leff.....Sn Luis Obspo 1124

Chair Repairing
See Furniture Repairing & Refinishing

Champagne—See Wines Headings

Charcoal
Oakchar Products Corp 17th.....Pso Robls 120

Cheese Cloth
ALL-STATE SUPPLY CO 1769 Chase Oakland
(Toll) Call "Operator" for.....Twinoaks 3-2646

Chemicals-Whsle & Mfrs
Pamar Mfg Co 127 Branch....Aroyo Grnde 131-W

A thoughtful party-line user answers her telephone bell promptly . . . places her own calls accurately, so that they do not have to be placed again . . . does not monopolize the telephone at the inconvenience of others . . . teaches children, too, the little telephone kindnesses . . . and when her telephone is not in use, sees that it is hung up.

Chevrolet Authorized Sales & Service
Look on "A" pages under
"Automobile Dealers—New Cars"

Children's & Infants' Garments—Retail
BILLIE'S TOY & BABY SHOP
766 Higuera.....Sn Luis Obspo 2628-W
CONNIE'S ADORABLE BABY SHOP
1322 Spring.....Pso Robls 339-M
RILEY'S 749 Higuera.....Sn Luis Obspo 36
TOTS & TEENS 1347 Park.....Pso Robls 310

Chiropodists
Dunford Wm H 778 Marsh...Sn Luis Obspo 104-W
If no answer call.....Sn Luis Obspo 104-R

Chiropractors
Fries Donald M 781 Marsh..Sn Luis Obspo 2004-W
Greene Sanford M 870 Price.....Pismo Bch 190
JONES WM A 1138 Chorro.....Sn Luis Obspo-722
OLIVER W H 1303 Garden.....Sn Luis Obspo 988
(See Advertisement Following Page)
(Continued on Pages 28 & 29)

Telephone service is a friendly service. The people who operate and maintain it take a genuine satisfaction in serving you pleasantly and well. People who use the telephone a great deal find that friendliness is an instinctive habit. The telephone helps folks to know each other better.

State Board Licensed

CHIROPRACTOR

Modern Methods and Individual Attention Get Real Results

Phone
PASO ROBLES 223

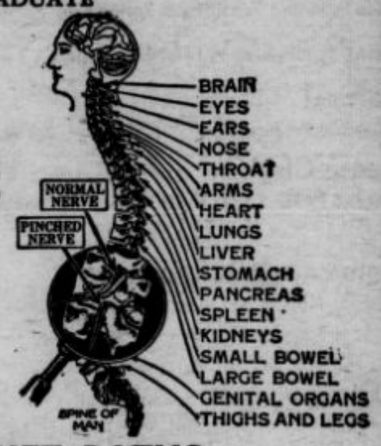
Office & Home Calls by Appointment

All Types of Scientific
Drugless & Electrical Treatments
Including Physical Therapy
Short Wave • Ultra Violet

• SAN LUIS OBISPO OFFICE
• DR. RUDOLPH A. POE
• SAN LUIS OBISPO 334

DR. LENORD E. POE
303-16TH ST. PASO ROBLES

DR. W. H. OLIVER
Chiropractor
PALMER SCHOOL GRADUATE



X-RAY SERVICE
NEUROCALOMETER SERVICE
SHORT WAVE DIATHERMY
COLONIC IRRIGATION

The HOWARD CABINET BATHS
LADY ATTENDANT
SAN LUIS OBISPO 988
1303 GARDEN ST.

Chiropractor
FLUOROSCOPIC
X-RAY EXAMINATIONS
PHONE
SAN LUIS OBISPO 344
17 YEARS IN THE SAME LOCATION

Dr. Rudolph A. Poe

State Board Licensed

Latest Modern & Complete Health Service
- Electro-Physio-Therapy
- Heat Treatments
- Ultra Violet Rays
- Short Wave Diathermy
- Deep Tissue Manipulation

Paso Robles Office
Dr. Lenord E. Poe
Paso Robles 223

Vitamin and Mineral Supplements — — — All Natural Methods
657 MARSH STREET SAN LUIS OBISPO

Chiropractors—(Cont'd)
POE LENORD E 303-16th.....Pso Robls 223
(See Advertisement Page 27)
Poe & Poe 303-16th.....Pso Robls-223
Poe & Poe 657 Marsh.....Sn Luis Obspo 344
POE RUDOLPH A 657 Marsh.....Sn Luis Obspo 344
(See Advertisement Opposite Page)

WALKER EARL T
COLON THERAPY
ADJUSTMENTS
Manipulation and Massage
1947 Spring.....Pso Robls 754

Wilkinson John J 209-6th.....Morro Bay 3311
Zimmer Bertha S Hwy.....Atascadero 123-W

Christian Science Practitioners
Christian Science Reading Room
1126 Morro.....Sn Luis Obspo 1939-W
Miller Ernest Water & Palisades...Pismo Bch 29-R
Mitchell Katherine Mrs
2646 Chandler.....Sn Luis Obspo 2088
Moes Laura C 2945 Spring.....Pso Robls-957
Smith Ann E 383 Toro.....Sn Luis Obspo 1221

Churches & Church Organizations
Apostolic Assembly Of The Faith In Christ
Jesus Inc Oceano.....Aroyo Grnde 435-F-5
Assembly Of God Church 1819 Pine..Pso Robls 661
Baptist Church 17th&Park.....Pso Robls-1512-W
Buddhist Church French Rd..Sn Luis Obspo 2374-R
Calvary Baptist Church
Rev Don W Husted-Pastor
1118 Buchon.....Sn Luis Obspo 1547
Catholic Church 128 W Branch.....Aroyo Grnde-83
Catholic Church 512-13th.....Pso Robls-207
Catholic Church Pismo.....Pismo Bch-109
Catholic Rectory Ocean Av.....Cayucos 2621
Church of Christ 879 Marsh.....Sn Luis Obspo 1126
Minister Chambers.....Sn Luis Obspo 3085-W
Church Of God Oceano.....Aroyo Grnde 435-F-2
CHURCH OF THE NAZARENE
Fred M Weatherford-Pastor
652 Snta Rosa.....Sn Luis Obspo 3176-W
Community Church Palma Av.....Atascadero 33-W
FIRST BAPTIST CHURCH
Rev L Earle Shipley-Pastor
Osos&Pacific.....Sn Luis Obspo-2425
Residence.....Sn Luis Obspo-2116
Foursquare Church Parsonage
400 High.....Sn Luis Obspo 1922-J
Foursquare Church Parsonage
841 Leff.....Sn Luis Obspo 1899-W
GRACE TABERNACLE
Osos & Pismo.....Sn Luis Obspo 976
If no answer call.....Sn Luis Obspo 883-W
Lutheran Church
Rev Theo F Haeuser
905 Vine.....Pso Robls 244-W
Lutheran Church
Rev Walter Loretz
867 Pacific.....Sn Luis Obspo 2602
Methodist Church
Rev J Marvin Davis
1326 Oak.....Pso Robls 191
Methodist Church
Rev-Norman L Conard-Pastor
884 Pacific.....Sn Luis Obspo 2364-W
Old Mission The 782 Monterey....Sn Luis Obspo-667
Presbyterian Church Bridge.....Aroyo Grnde 124
Presbyterian Church
Frederick J Hart-Rev
981 Marsh.....Sn Luis Obspo 1437
St Stephens Episcopal Church
Rectory 1334 Nipomo.....Sn Luis Obspo 1864
Guild Hall Pismo & Nipomo.Sn Luis Obspo 1442-W

Cigarettes—Whsle & Mfrs
JUILLARD-COCKCROFT
230 Snta Barbara Av. Sn Luis Obspo-93

Cigars—Mfrs
Welch Bros Cigar Factory
855 Monterey.....Sn Luis Obspo 2037-J

Cigars & Tobacco—Retail
Annabelle Smoke Shop
190Higuera. Sn Luis Obspo-1927
Bernard's Cigar Store
1814 Osos.....Sn Luis Obspo-1318-W
Duke's Smoke Shop 737-12th.....Pso Robls-338
KENNY'S SMOKE SHOP
1318 Spring.....Pso Robls 82
Kluver F 726 Higuera.....Sn Luis Obspo-394-J
United Cigar Store 998Higuera...Sn Luis Obspo-853

Cigars—Whsle
Glaser Bros 735 Marsh.....Sn Luis Obspo 1600
JUILLARD-COCKCROFT
230 Snta Barbara Av. Sn Luis Obspo-93

City Government Offices
See Alphabetical Directory Under "Name of City"

Cleaners—Carpet
See Rug & Carpet Cleaners

Cleaners & Dyers
Atascadero Cleaners Hwy.....Atascadero-139

CALIFORNIA CLEANERS
CASH & CARRY
All Types of
REPAIRS & ALTERATIONS
WE NOW DO DYEING
QUALITY WORK
OPEN DAILY 8 TO 6 PM
590 Dolliver.....Psmo Bch 84

Cambria Pines Laundry & Cleaners.....Cambria 45-J

EMERSON'S CLEANERS
127 Branch.....Aroyo Grnde 131-W

F & M CLEANERS & HATTERS
Alterations and Repairing
Dyeing
Expert Hat Blocking
OUR WORK GUARANTEED
441 Cypress.....Psmo Bch 57-W

FLETCHER CLEANERS
709 Higuera.....Sn Luis Obspo 2169

GROVER CITY CLEANERS
CLEANING - DYEING
ALTERATIONS - REPAIRING
Free Pick-Up & Delivery
Across from Post Office
Grover City.....Aroyo Grnde 432-F-2

(Continued Next Page)

Prompt answering is courteous and hospitable and helps to release the telephone equipment that much sooner. Telephone equipment throughout the nation is working to capacity these days.

Cleaners & Dyers—(Cont'd)

HI-WAY CLEANERS
PICK-UP & DELIVERY
Service in
Pismo Beach - Shell Beach
Arroyo Grande
640 Price.....Psmo Bch 124

Holman's Cleaners & Laundries
23d & Spring.....Pso Robls 720

HOME LAUNDRY CO
4-DAY SERVICE
Pick-Up & Delivery
DRY CLEANING - LAUNDRY
Curtains Laundry
1323 Morro.....Sn Luis Obspo 70

LEWIS CLEANERS
QUICK SERVICE
ALTERATIONS & REPAIRING
DYEING
All Work Guaranteed
Free Pick-Up & Delivery
868 Palm ..... Sn Luis Obspo 2360-W

LIBERTY CLEANERS
727 Marsh.....Sn Luis Obspo 2290
Maury's Cleaning Service
Capistrano Av.....Atascadero 387-R
Mildred's Sewing Shop 1322 Park....Pso Robls 1084
MISSION TAILORING SERVICE
1220 Morro.....Sn Luis Obspo 496
Morro Bay Cleaners Main.....Morro Bay 2776
NU-WAY CLEANERS 1427 Spring.....Pso Robls 39
Owl Cleaners 2144 Broad....Sn Luis Obspo 2076-J
PARK DRY CLEANING WORKS
Call & Deliver-J Wilson-Owner
735-12th .....Pso Robls 727-W
PASO ROBLES LAUNDRY & DRY CLEANING
1344 Pine.....Pso Robls-315
From Atascadero Exchange only
(No Inter-City Charge)
Ask "Operator" for Entrprise 11228
Perfect Method Cleaners 983 Osos.Sn Luis Obspo-1787
QUALITY CLEANERS 109 Branch..Aroyo Grnde-280
Rocky's Cleaners Hwy.....Atascadero 442
San Luis Cleaners 1124 Broad.....Sn Luis Obspo-898
SPOTLESS CLEANERS
385 Higuera.....Sn Luis Obspo 517
Strong's Cleaning Wks 659 Higuera.Sn Luis Obspo-236
Vapor Cleaning Works 1344 Pine.....Pso Robls-315
Wardrobe The 1137 Garden.....Sn Luis Obspo 892

Cleaners—Hat—See Hats—Renovators

Clergymen

Hart Frederick J 981 Marsh....Sn Luis Obspo-1437
If no answer call.....Sn Luis Obspo-598-W
HUSTED DON W 1118 Buchon..Sn Luis Obspo 1547
PERSSON LEROY Osos & Pismo..Sn Luis Obspo 976

Clinics

French Clinic 1221 Park.....Pso Robls 1435
FRENCH CLINIC 1170 Marsh..Sn Luis Obspo 3135
SAN LUIS CLINIC
24-Hour Service
990 Pacific.....Sn Luis Obspo 3041

There are 6,156 telephone companies serving the United States.

Clothing—Boys', Retail

GENARDINI'S MENS WEAR
779 Higuera.Sn Luis Obspo-1362

Clothing—Men's—Retail

See also Men's Furnishings—Retail

Beno's 1019 Morro.....Sn Luis Obspo 620
GENARDINI'S MENS WEAR
779 Higuera.Sn Luis Obspo-1362
If no answer call.....Sn Luis Obspo-2780
Green Bros 871 Monterey.....Sn Luis Obspo-724
Hub The E Branch.....Aroyo Grnde-50
LEE'S MEN'S STORE Hwy.....Atascadero 357
Schulze Bros 782 Higuera.....Sn Luis Obspo-364-J
Squires Mens Wear 745-12th.....Pso Robls-151-W
WICKENDEN'S
Timely Clothes
837 Monterey.....Sn Luis Obspo 1511
Zeyen W H E Branch.....Aroyo Grnde-98-W

Clothing—Used

PISMO TRADING CENTER
We Buy & Sell Clothes
206 Ocean View.....Pismo Bch 198
SAN LUIS JEWELRY & LOAN CO
See Our Ad Under Loans
974A Monterey.....Sn Luis Obspo 2958-W

Clubs

See Also Associations; Fraternal Organizations, etc.

Amer Legion Recreation Club
977 Higuera.....Sn Luis Obspo 156
Auto Club of So Calif
1134 Monterey.Sn Luis Obspo-1480
CROWLEY'S 986 Monterey.....Sn Luis Obspo 390
Eaglet Club Room Eaglet.....Atascadero 70-R
FUN HOUSE Pomeroy.....Pismo Bch-131
Reno Social Club 1240 Pine.....Pso Robls 640
San Luis Yacht Club Avila..Sn Luis Obspo 32-R-12
TEN-TWENTY-THREE CLUB
1023 Morro.Sn Luis Obspo-1170

Cocktail Lounges

Anchor
See Our Adv Under Night Clubs
Pomeroy Av.....Pismo Bch 345
Berta's 860 Monterey.....Sn Luis Obspo-745
BONNIE'S PLACE
101 Hwy.....Sn Luis Obispo 1912
BREAKER'S CAFE Market & 5th....Morro Bay-2431
Brown's Sport Center 986 Monterey.Sn Luis Obspo 390
BUDWEISER TAVERN
1032 Chorro.Sn Luis Obspo-1935
C J Cafe & Cocktail Bar
1232 Pine.....Pso Robls 365
Carlton Hotel Hwy.....Atascadero-177
CARVAO'S 1022 Morro.....Sn Luis Obspo 1866
CORAL ISLE 958 Monterey.....Sn Luis Obspo 210
Crowley's 986 Monterey.....Sn Luis Obspo 390
DANTES
Dante Chiesa-Owner
955 Higuera.....Sn Luis Obspo 2197
Fountain Inn S 101 Hwy.....Sn Luis Obspo 1090
(See Advertisement Opposite Page)
George's Place
Geo E Hendrix Prop
112 Branch.....Aroyo Grnde 285
GOLD ROOM 897Monterey.....Sn Luis Obspo-1324
HAPPY JACKS 6th & Main.....Morro Bay 3761
Hi-Hat Cocktail Lounge Hwy.....Atascadero 164
Hotel Butler 440 Pomeroy Av.....Pismo Bch-41
IDAHO CLUB 500 Cypress.....Pismo Bch 161
JIM'S INN 1025Morro.....Sn Luis Obspo-252
JOHNNY'S TAVERN
J L Jordan Owner-H W Davies Mgr
1216 Spring.....Pso Robls 85
(Continued Next Page)

Cocktail Lounges—(Cont'd)

Jonesy's Cafe 12th & Pine.....Pso Robls 171
LYLE'S MID-NITE COCKTAIL LOUNGE
1215 Spring.....Pso Robles 798
MAC'S CAFE Avila.....Sn Luis Obspo 32-J-11
Nina's 101 Hwy.....Pismo Bch 331
OCEAN VIEW TAVERN Avila...Sn Luis Obspo 8-J-3
PAUL'S PLACE Ocean Av.....Cayucos 2021
PETE'S PLACE 106 Branch.....Aroyo Grnde-107
Pilot Wheel 179 Porneroy Av.....Pismo Bch 45
Pine Tree.....Cambria-4-Y-12
REX'S PLACE AtascaderoHotel.....Atascadero-298
Tobey's Palace Club 590 Cypress.....Pismo Bch 70
TOWER BARBECUE & COCKTAIL LOUNGE
427 Higuera.....Sn Luis Obspo-830
TOWNSEND'S COFFEE SHOP&COCKTAIL LOUNGE
Edward&Margaret Madsen
990Monterey.....Sn Luis Obspo-1261
Waldorf Cafe 975 Osos.....Sn Luis Obspo-1002
WATSON FRED COCKTAIL LOUNGE
1011 Higuera.....Sn Luis Obspo-2341

Coffee Dealers—Retail

Farmer Bros 1531 Monterey.....Sn Luis Obspo-134

Coffee Dealers—Whsle

FARMER BROS 1531 Monterey...Sn Luis Obspo-134
FARMER BROTHERS COFFEE—
FARMER BROS
1531 Monterey.....Sn Luis Obspo 134
JUILLARD-COCKCROFT
230 Snta Barbara Av. Sn Luis Obspo-93

Coin Machines & Supplies

Gouff Mitchell E 145-16th.....Pso Robls-1055

Cold Storage Lockers

See Frozen Food Lockers—Renting

Cold Storage Warehouses

AMER REFRIGERATING CO
241 Pismo.....Sn Luis Obspo 428
Puritan Ice Co Traffic Wy.....Atascadero-59
SAN LUIS ICE & COLD STORAGE CORP
1409 Walker.....Sn Luis Obspo-67

Collection Agencies

CREDIT BUREAU OF SAN LUIS OBISPO
987 Osos.....Sn Luis Obspo 315
(See Advertisement This Page)
MEDICO-DENTAL ADJUSTMENT BUREAU
981 Monterey.Sn Luis Obspo-652
(See Advertisement This Page)
PASO ROBLES CREDIT BUREAU
Bank of America Bldg.....Pso Robls 865

Colleges—See Schools

Colonic Irrigation

Greene Sanford M 370 Price.....Pismo Bch 190
WALKER EARL T
Using Dierker System
1947 Spring.....Pso Robls-754

Commissary Service

Gody Commissary
Camp Sn Luis Obispo.....Sn Luis Obspo 19-R-4

Concrete Blocks & Shapes

Jones J C Morro.....Morro Bay 3191
L & L Brick Co 101 Hwy.....Pismo Bch 310-W

Fountain Inn
Featuring
ORCHESTRA MUSIC
DANCING
ENTERTAINMENT
Cocktails
S. HIGHWAY 101
Telephone
SAN LUIS OBISPO
1090

COLLECTIONS
We Collect Any Kind of Account Anywhere
OUR 19TH YEAR
Phone
San Luis Obispo 652
MEDICO - DENTAL ADJUSTMENT BUREAU
A. BATEMAN
981 Monterey San Luis Obispo

COLLECTIONS
• ALL TYPES OF ACCOUNTS
• CREDIT REPORTING
Phone
SAN LUIS OBISPO 315
CREDIT BUREAU OF SAN LUIS OBISPO
THOMAS RICE, *Manager*
987 OSOS SAN LUIS OBISPO

Concrete Construction
See Contractors–Concrete

Concrete–Ready Mixed
JOHNSON A O
Transit Mixed Concrete
Christian & Victoria.....Sn Luis Obspo 709
Residence Phone..... Sn Luis Obspo 383-W
ROSELIP WALTER B
Ferrocarril Rd.....Atascadero 20
If no answer call.....Sn Luis Obspo 785
SOUTHERN PACIFIC MILLING CO
Snta Barbara Av. Sn Luis Obspo-2200
(See Advertisement This Page)
Southern Pacific Milling Co
Santa Barbara Av.....Sn Luis Obspo 2203

SOUTHERN PACIFIC MILLING CO.

'Since M 1885'

READY MIXED CONCRETE

Rock - Sand - Cement
Asphalt Plant Mix, Etc.

PHONE
San Luis Obispo 2200
Santa Barbara Av. - San Luis Obispo

Austin's

FINE CANDIES
Made in Our Own Candy Kitchen
For Over 35 Years
READY PACKED OR PACKED TO ORDER
Shipments Everywhere
PHONE SAN LUIS OBISPO 86
868 Monterey San Luis Obispo

Confectioners–Retail
Annabelle Smoke Shop
190Higuera.Sn Luis Obspo-1927
AUSTIN'S CONFECTIONERY
868 Monterey.....Sn Luis Obspo 86
(See Advertisement This Page)
Bray's Baywood Fountain
Baywood Park.....Sn Luis Obspo 26-J-3
Clark's Candy & Nut Shop
899 Higuera.....Sn Luis Obspo 3026-J
Hillis Candy Creamery 785 Higuera.Sn Luis Obspo-483
Morro Bay Creamery 5th & C.....Morro Bay 4091
Tuttle's Malt Shop
Placentia & 101 Hwy.....Pismo Bch 43-Y-12

Confectioners–Whsle & Mfrs
Glaser Bros 735 Marsh.....Sn Luis Obspo 1600
JENSEN SALES CO
1359 Monterey.....Sn Luis Obspo 2482
Krafft's Candies 2204 Sn Pablo Berkeley
(Toll) Call "Operator" for.....Ashberry 3-7252

Constables
West Kenneth 514-38th.....Pso Robls 202-W

Construction Service
See Contractors Headings

Contractors–Building
Carpenter Art 520-32d.....Pso Robls 446-J
FILER THEO W
GENERAL
BUILDING CONTRACTOR
25 Years Experience
Member San Luis Obispo County
General Building Contractor's Assn.
307 Whiteley.....Aroyo Grnde 133-J
If no answer call.....Aroyo Grnde 156-W
Giles Geo W 1038 Riverside Av.....Pso Robls 411
Giles & Merrill Hospital Hill.....Pso Robls 858
Grover City Construction Co
8th & Atlantic.....Aroyo Grnde 261-F-4
Mandella Bros 1044 Park.....Pso Robls 160-W
Mandella C L Blackburn.....Templtn 2621
NIELSEN HARALD N
GENERAL
BUILDING CONTRACTOR
Remodeling & Repairing
956 Walnut.....Sn Luis Obspo 594
If no answer call.....2926-J
Pumphrey C E 1221Park.....Pso Robls-740
SAN LUIS OBISPO CO BLDG CONTRACTORS ASSN 3045 Park.....Pso Robls 1311
(See Advertisement Opposite Page)
SHARPS C C
GENERAL
BUILDING CONTRACTOR
Established 25 Years
306 E Branch.....Aroyo Grnde 120
SMALL H E 1740 Fixlini.....Sn Luis Obspo-1730
(Continued Next Page)

Make the Classified Telephone Directory your buying guide—it can save you time and effort.

Contractors–Building–(Cont'd)
SMYER CONSTRUCTION CO
703 Price.....Pismo Bch 402
(See Advertisement This Page)
Zuiderweg P J 210 Beebee...Sn Luis Obspo 756-R

Contractors–Concrete
Brown & Doko Price & Pismo.....Pismo Bch 36
JOHNSON A O
TRANSIT MIXED CONCRETE
Large or Small Amounts
Cement Contractors
Foundations - Walks - Curbs
Driveways - Steps
Christian & Victoria.....Sn Luis Obspo 709
Residence Phone...Sn Luis Obspo 383-W
Soto Gregg P 1119 Fig.....Sn Luis Obspo-2279-W
Worswick & Henderson 2345 Vine...Pso Robls 382-W

Contractors–Electric
See Electric Contractors-Industrial & Residential

Contractors'–Equipment
C P Concrete Equipment Co
Form Clamps-General Concrete Supplies
1100-6th Av Oakland
(Toll) Call "Operator" for...Templebar 4-8366

Contractors' Equipment–Renting
GARCIA TONY CONSTR EQUIP RENTALS
BULLDOZING & GRADING
Loader - Dump Trucks
Santa Ysabel Rd.....Atascadero 592-W
MADONNA A CONSTRUCTION CO
581 Higuera.....Sn Luis Obspo 3020

Contractors–Excavating
Barber Ernest A 1254 Monterey.Sn Luis Obspo 1850-J
Brisco L A
Grading & Oiling
105 Nelson.....Aroyo Grnde 40
Cardoza Don
Wilmar & 10th.....Aroyo Grnde 231-F-23
CORIPPO MEL H
See Our Ad Under Trucking
1719 Pine.....Pso Robls 653-W
MADONNA A CONSTRUCTION CO
581 Higuera.....Sn Luis Obspo 3020
Soto Gregg P 1119 Fig.....Sn Luis Obspo 2279-W

Contractors–General
Acre Bert Atas & Santa Ynez.....Atascadero-174
Anderson John
Pike Rd & 7th.....Aroyo Grnde 447-F-3
BARBA RAYMOND W 411-12th....Pso Robls 198
(See Advertisement This Page)
Bonjour J W Poole.....Aroyo Grnde 421-J
BROWN & DOKO
GENERAL CONTRACTING
& CONCRETE WORK
PAVING & GRADING
EXCAVATING, LAND LEVELING
101 Highway.....Aroyo Grnde 286-F-4
(Continued Next Page)

LOOK For This Line

MEMBER BUILDING CONTRACTOR'S ASSN.

IT ASSURES YOU OF
COMPETENT & DEPENDABLE
SERVICE MEN

BUILDERS' SUPPLIES
Only Qualified STATE LICENSED Contractors are Members.
Members in Every Community - Cross Road - City

Remember
You are Calling a Reliable Firm When You
Phone A Member of the
SAN LUIS OBISPO COUNTY BUILDING CONTRACTOR'S ASSN.
Main Office
3045 PARK ST. PASO ROBLES
PHONE PASO ROBLES 1311

SMYER CONSTRUCTION CO.

Phone PISMO Beach 402
If No Answer Call Pismo Beach 219
703 Price

RAYMOND W. BARBA
GENERAL BUILDING CONTRACTOR
STATE LICENSED
RESIDENCE & COMMERCIAL BUILDING
REMODELING - ALTERATIONS
CABINET WORK
Paso Robles 198
Member of S. L. O. County Contractor's Assn.
411 - 12TH PASO ROBLES

Contractors—General—(Cont'd)

Brown & Doko Dolliver.....Pismo Bch 36

DALESSI HENRY C
GENERAL CONTRACTORS
ROAD CONSTRUCTION
and
MATERIALS - MINING
450 Marsh.....Sn Luis Obspo 118
If no answer call...Sn Luis Obspo 190-W

Filer Theo W 307 Wihteley.....Aroyo Grnde 133-J
Fitz Construction Co Highway.....Cambria 96-J
Fredericksen & Kasler.....Aroyo Grnde 226-F-22
Fredericksen & Kasler
Miles Station Job
Bianchi Lane.....Sn Luis Obspo 3181
Pismo Beach Project
101 Hwy.....Pismo Bch 460-Y-31
Pismo Highway Job
Miles Stn.....Sn Luis Obspo 34-J-1
Gilliland Jim Ocean Wy.....Pismo Bch 203-J
Hart G C 14th & Grand Av...Aroyo Grnde 233-F-4

JOHNSON & McLENNAN
515 N Broad.....Sn Luis Obspo 3035
If no answer call.....Sn Luis Obspo 656-W
Kitchens E M Grover City...Aroyo Grnde 432-F-13
Lyles W M Co
Farrell Rd & 13th.....Aroyo Grnde 429-F-13

MADONNA A CONSTRUCTION CO
GENERAL CONTRACTING
Modern Equipment & Service
Excavating, Paving, Grading
Dump Trucks, Low Bed Trailers, Bulldozers,
Shovels, Concrete, Rock, Sand, Loam,
Creek Gravel, Red Rock
581 Higuera.....Sn Luis Obspo 3020
If no answer call.....Sn Luis Obspo-99
Residence.....Sn Luis Obspo-2090

MAINO CONSTRUCTION CO
2238 S Broad.....Sn Luis Obspo 3177
If no answer call.....Sn Luis Obspo 2998-W
Ochs & Son 1315 Cazadero....Sn Luis Obspo 1677

PEMBERTON F & WM
SPECIALIZING IN
HOMES
3025 Vine.....Pso Robls 1064-M

PUMPHREY C E 1221Park.....Pso Robls-740

ROSELIP WALTER B
ROCK - SAND
ASPHALTIC PLANT-MIX
GENERAL CONTRACTING
Excavating - Grading - Paving
Ready-2-place concrete
615 Grand.....Sn Luis Obspo-785
If no answer call.....Sn Luis Obspo-211-W
Or.....Atascadero-291-W
Plant.....Atascadero-20

Roselip Walter B Ferrocarril Rd.....Atascadero-20
Schussman Ken Halcyon.....Aroyo Grnde 242-F-13
Shannon Fred J Oceano.....Aroyo Grnde 404-F-2
Sharps C C
Member S L O County Contractors Assn
306 E Branch.....Aroyo Grnde 120

Prompt answering is courteous and hospitable and helps to release the telephone equipment that much sooner. Telephone equipment throughout the nation is working to capacity these days.

Contractors—General—(Cont'd)

SOTO GREGG P
General Contractor
CONCRETE WORK
EXCAVATING
SIDEWALKS - DRAINS - GUTTERS
DRIVEWAYS, ETC.
1119 Fig.....Sn Luis Obspo-2279-W

Walter Bros 383 Chorro.....Sn Luis Obspo 2617-R
Wood Addison B
Member S L O County Contractors Assn
Pine.....Aroyo Grnde 197-F-13

Contractors—Heating & Ventilating

See also Plumbers

CANBY'S PLUMBING HEATING & APPLIANCES
Grand Av.....Aroyo Grnde 430-F-3

KEENE'S PLUMBING & HEATING SERV
Chas A Keene, Consulting Engineer
STATE LICENSED CONTRACTOR
Designing - Modernizing - Installing
Maintenance of Power & Heating Plants
Automatic Controls - Water Softeners
Plumbing Supplies - Boiler Compounds
Member San Luis Obispo Co.
Contractor's Ass'n.
3045 Park.....Pso Robls 655-J

SAN LUIS ELECTRIC & HEATING SERVICE
715 Higuera.....Sn Luis Obspo 561
If no answer call.....Sn Luis Obspo-2614

SMEE'S PLUMBING & HEATING SHOP
1302 Osos.Sn Luis Obspo-766

Contractors—Masonry

FAULSTICH BROS
Member San Luis Obispo Co Contractors Assn
2900 S Broad.....Sn Luis Obspo 997

Contractors—Painting

See Painting Contractors

Contractors—Paving

Brown & Doko 101 Hwy.....Aroyo Grnde 286-F-4

MADONNA A CONSTRUCTION CO
581 Higuera.....Sn Luis Obspo 3020

Contractors-Pipe Line

Lyles W M Co
Farrel Rd & 13th.....Aroyo Grnde 429-F-13

Contractors—Plumbing—See Plumbers

Contractors—Roofing—See Roofers

Contractors—Sidewalk

See Contractors—Concrete

Cooking Utensils

UNION HARDWARE CO
725 Higuera.....Sn Luis Obspo 43

Cork Insulation

See Insulation Materials—Cold & Heat

Corned Meats—See Meat—Whsle

There are 6,156 telephone companies serving the United States.

Cosmetics—Retail

Merle Norman Cosmetics Studio
Neva W Wilson Owner
748 Higuera.....Sn Luis Obspo 1477

County Government Offices

See Alphabetical Directory Under
"San Luis Obispo County of"

Crankshaft Grinding

Automotive Engineering Co
101 Hwy.....Sn Luis Obspo 1974-W

Creameries—See Milk & Milk Products

Creamery Supplies

See Dairy Equipment & Supplies

Credit Reporting Agencies

CREDIT BUREAU OF SAN LUIS OBISPO
987 Osos.....Sn Luis Obspo 315
Paso Robles Credit Bureau
Bank of America Bldg.....Pso Robls 865

Crematoriums

Gray's Funeral Chapel & Crematorium
S Highway.....Atascadero 98

Crockery

UNION HARDWARE CO
725 Higuera.....Sn Luis Obspo 43

Crop Dusting

DeFord Earl R Brisco Tract...Aroyo Grnde 445-F-5

Curtains—Retail

WESTS HOUSE OF CHARM
1226 Osos.....Sn Luis Obspo 3080

ZEGAR FURNITURE STORE
840 Monterey.....Sn Luis Obspo 85

Cutlery—Retail

UNION HARDWARE CO
725 Higuera.....Sn Luis Obspo 43

Dairies & Dairy Products

See Milk & Milk Products

Dairy Equipment & Supplies

COAST CREAMERY EQUIPMENT CO
701-12th Sacramento
(Toll) Call "Operator" for..Sacramento 3-7277
Cooperative Farmers Supply Co Inc
Agency De Laval Milkers-Separators
1311 Park.....Pso Robls-344

FARMER'S HARDWARE & EQUIP CO
581 Higuera.....Sn Luis Obspo 852
Surge Dairy Service
711 Monterey.....Sn Luis Obspo 468-J

WILDMAN J M INC
McCormick-Deering Dairy Equip
1139-13th.....Pso Robls 254

Dancing Academies

Renee & Lemar 1368 Marsh.....Sn Luis Obspo 705

Day Nurseries

Child Care Center 3201 Pine.....Pso Robls-717-J

Deafness Aids—See Hearing Aids

Defense Agencies—See Associations

Delicatessens—Retail

Bullock's Delicatessen
Nipomo & Higuera.....Sn Luis Obspo 2513-W
Ranch Market 90 Higuera...Sn Luis Obspo 3197-W

Delivery Service

COMET DELIVERY SERVICE
581 Osos.....Sn Luis Obspo 660-J
Morro Bay Service Center
395-5th.....Morro Bay 2211

Dental Laboratories

West Richard Bank of America Bldg....Pso Robls 49
Whittlesey Dental Laboratory
793 Higuera.....Sn Luis Obspo 110

Dentists

Andrews J V 4th & Bayshore.....Morro Bay 3111
Bates Donald E Entrada Av.....Atascadero 64
If no answer call.....Atascadero 217-R
Biedinger Chas
Orthodontics Exclusively
1114 Marsh.....Sn Luis Obspo 2967
Bolstad Paul F 776 Price.....Pismo Bch 404
Brazil W H 1041 Chorro.....Sn Luis Obspo-1089
Brown Ray N 612-12th.....Pso Robls-67
Campbell L W 777½ Higuera....Sn Luis Obspo 1084
Daniels Kenneth W 774 Marsh...Sn Luis Obspo 3032
If no answer call.....Sn Luis Obspo 3032
Dewlaney C W S Highway.....Atascadero-82
Donkin E B 1115 Vine.....Pso Robls-237
Donkin Elbert B Jr 1115 Vine.....Pso Robls 95
Fein C B 1205 Park.....Pso Robls-222
Gates Russell W
Bank of America Bldg.....Paso Robls 32
Goodnight Charles 846 Higuera...Sn Luis Obspo-582
Green J P 522-13th.....Pso Robls-47
Johnson G Warren 137 Bridge....Aroyo Grnde 200-J
Kirtland Howard B 1114 Marsh....Sn Luis Obspo-72
Loveall Ben F 774 Marsh.....Sn Luis Obspo-880
Mace C O Highway.....S Margrita 36
If no answer call.....S Margrita 48-Y-13
Martin A B 997 Monterey.....Sn Luis Obspo-109
Miura Mitsuo Pismo Theatre Bldg....Pismo Bch 159
Montgomery H Ray
Chorro & Pacific.....Sn Luis Obspo 303
Peachey J B 1112 Vine.....Pso Robls 121
Peachey Robert I 1112 Vine.....Pso Robls 121
If no answer call.....Pso Robls 520
Pereira Luiz 1114 Marsh.....Sn Luis Obspo-72
Spinney H L 1343 Chorro.....Sn Luis Obspo 834

Have You Thought

Of having a separate business listing in the Telephone Directory under your own name? The charge for these extra listings is small, the convenience often great.

Department Stores

COMMERCIAL CO THE
303 Branch.....Aroyo Grnde 202
Doko's Variety Store Price & Pismo...Pismo Bch-51
Harter's Hwy.....Atascadero 28-W
Mello's Variety Store 439 Cypress....Pismo Bch 177
Montgomery Ward 817-12th.....Pso Robls 906
MONTGOMERY WARD & CO
Catalog Department
876 Higuera.....Sn Luis Obspo 1988
Credit Dept 876 Higuera....Sn Luis Obspo 161
Retail Department Store
876 Higuera.Sn Luis Obspo-2310
National Dollar Store 736 Higuera.Sn Luis Obspo-623
PASO ROBLES MERCANTILE CO
839-12th.Pso Robls-340
Penney J C Co 1244 Park.....Pso Robls 260
Polk's Dept Store Hiway & D.....Cayucos 2931
RILEY'S 749 Higuera.....Sn Luis Obspo 36
Rumley's Dept Store 5th.....Morro Bay-3251
SEARS ROEBUCK & CO
879 Higuera.Sn Luis Obspo-760
(See Advertisement This Page)
Woolworth F W Co 778 Higuera..Sn Luis Obspo-2458

Desks–Repairing

See Furniture Repairing & Refinishing

Detective Agencies

San Luis Merchant Police & Detective Agcy
1130 Walnut.....Sn Luis Obspo 409

Diamond Buyers

MARSHALL'S JEWELRY STORE
790 Higuera.....Sn Luis Obspo 597

Diamonds–Jewelry–See Jewelers Headings

Diaper Service

See Also Laundries

Fluffy White Diaper Service
2056 Chorro.....Sn Luis Obspo 3051-W

Diesel Engines

See Engines

Divers

Waterman Walter R Grand Av..Aroyo Grnde 150-F-22

Make the Classified Telephone Directory your buying guide—it can save you time and effort.

Telephone **YOUR CATALOG ORDER**
SAVE TIME - MONEY
GASOLINE - TIRES
It's Easy — Just Phone
SEARS CATALOG SALES DEPT.
Shop at Sears & Save
Phone San Luis Obispo 760
SEARS ROEBUCK & CO.
879 Higuera Street

Doctors

See Specific Kinds, i. e., Chiropodists, Chiropractors, Dentists, Optometrists, Osteopathic Phys & Surgeons and Osteopathic Phys, Physicians & Surgeons M. D., Etc.

Dog & Cat Kennels

McCapes Veterinary Hospital
Highway 1.....Sn Luis Obspo 166
Norgaard's Briard Boarding Kennel
101 Hwy.....Pismo Bch 449-Y-13
Whitman J R N Hwy.....Sn Luis Obspo 78
Winkley Boarding Kennels
Orcutt Rd.....Sn Luis Obspo 5-J-2

Dog Hospitals–See Veterinary Hospitals

Dolls–Repairing

Monterey Doll House
Doll Repair Service By Mail
4740 Mission S F
(Toll) Call "Operator" for.....Juniper 6-0916

Doors–Whsle & Mfrs

Pacific Rolling Door Co 6655 Hollis Oakland
(Toll) Call "Operator" for.....Piedmont 5-7262

Draperies–Retail

ART MESQUIT COMPLETE HOME FURNISHINGS
Bridge & Branch.....Aroyo Grnde 122
LONG'S VENETIAN BLIND & DRAPERY SERV
Main.....Templeton 2181
ZEGAR FURNITURE STORE
CUSTOM MADE DRAPES
FINE FABRICS
VARIOUS PRICES
840 Monterey ..... Sn Luis Obspo 85

Dress Suits–See Clothing Headings

Dresses–Retail

ANITA FROCKS 758Higuera....Sn Luis Obspo-2794
Bay Smart Shop 435-5th.....Morro Bay 2811
BUSS EDEN Grover City....Aroyo Grnde 432-F-12
Fritzi Ann Highway.....Atascadero-2
Harding Dorotha M Dress Shop
W Branch.....Aroyo Grnde-247
Harding Dorotha M Dress Shop
636Price.Pismo Bch-324
Hart's Dress Shop 1321 Park.....Pso Robls 1041
Ida Jay Shop 731 Dolliver Av....Pismo Bch 188-M
Kipper's 853 Higuera.....Sn Luis Obspo-207
Lacterman's 728 Higuera.....Sn Luis Obspo-1285
Lerrain's Dress Shop
Grand Av.....Aroyo Grnde 416-F-3
MOTZ STYLE SHOP
Margaret McNeil-Prop
856Higuera.....Sn Luis Obspo-1054
RU-MAE SHOPPE 1123 Chorro..Sn Luis Obspo-1718
Smart Shoppe 1112Chorro....Sn Luis Obspo-1099-W
SMITH LEONORE M 126Branch.....Aroyo Grnde-9
Topper Shop The
Traffic Wy & Central Mall....Atascadero 487-W
Vogue The 1233 Park.....Pso Robls 70

The Telephone Hour's "Great Artist Series" brings to you world-famous musicians every Monday evening.

Dressmakers

Brimhall Ethel M
Spruce & Poplar.....Aroyo Grnde 430-F-5
Linebarger Margaret
Wineman Hotel.....Sn Luis Obspo 1099-J

Drilling Companies

CASEY GEO F CO
Calif. Earth Boring Machine 10" to 5' Diameter x 200' Depth. Drilling for Soil Test & Investigation-Bored Cast In Place Piling-Calsson Piers with Belled Footings-Starter Holes for Pile Driving-Underpinning-Drain Holes.
1337-2d Berkeley
(Toll) call "Operator" for Landscape 6-8622
or (Toll) San Francisco...Garfield 1-7700

Drinking Fountains

See Water Coolers & Fountains

Druggists–Retail

Arroyo Drug Co 130 Branch.....Aroyo Grnde-46
B & H Drug Store 951 Higuera....Sn Luis Obspo 530
Brown's Pharmacy State Hwy.....Atascadero-51
Daniels' Drug Store 1317 Park.....Pso Robls-1500
Eagle Pharmacy 898 Higuera.....Sn Luis Obspo-916
ECONOMY DRUG CO NO 1
Shop with Confidence at Savings
PRESCRIPTIONS
LIQUORS - SUNDRIES - FILMS
VETERINARIAN SUPPLIES
SICK ROOM SUPPLIES
770 Higuera.....Sn Luis Obspo 1928
ECONOMY DRUG CO NO 2
796 Higuera.....Sn Luis Obspo 488
(See Advertisement This Page)
Elliott's Pharmacy
Highway.....Atascadero 34
HI-WAY DRUG STORE
1217 Spring.....Pso Robls 152
Emergency Call.....Pso Robls 677
HOTEL DRUG STORE
Anderson Hotel Bldg.....Sn Luis Obspo 35
HUDSON'S DRUG STORE 815-12th....Pso Robls-51
Leiter's Pharmacy 5th.....Morro Bay-2831
Leiter's Pharmacy 624 Price.....Pismo Bch-180
Long's Pharmacy Pomeroy.....Pismo Bch 18
PARK PHARMACY
Prescription Druggists
801-12th.....Pso Robls-33
PASO ROBLES PHARMACY
Prescription Pharmacists
719-12th.....Pso Robls-1
Rexall Drug Store 839 Higuera.....Sn Luis Obspo-32
ROGALLO'S REXALL DRUG STORE
Highway No 1.....Cambria 95-W
San Luis Clinic Pharmacy
990 Pacific.....Sn Luis Obspo 3041
Templeton Pharmacy Hwy.....Templeton 2941
WEISHAR'S CITY PHARMACY
858 Higuera.Sn Luis Obspo-112
If no answer call.....Sn Luis Obspo-1697-J

It is the policy of our company to render the most telephone service and the best, at the least possible cost to the public consistent with fair treatment of employees and reasonable return to the investors.

Druggists' Sundries

Fair Oaks Sundries
Grand Av.....Aroyo Grnde 416-F-11

Drums–Musical

See Musical Instruments Headings

Dry Cleaners–See Cleaners & Dyers

Dry Goods–Retail

COMMERCIAL CO THE 303 Branch.Aroyo Grnde 202
Morgan W H Jr Main.....Cambria 86-W
Penney J C Co 1244 Park.....Pso Robls-260
Penney J C Co 868 Higuera.....Sn Luis Obspo-1367
Riley-Lannon Co 749 Higuera.....Sn Luis Obspo-36
RILEY'S 749 Higuera.....Sn Luis Obspo 36
RUMLEY'S DEPT STORE 5th.....Morro Bay 3251
Sinsheimer Bros 849 Monterey....Sn Luis Obspo-143

Dryers-Clothes

BENDIX AUTOMATIC HOME DRYER
The Bendix Automatic Home Dryer saves hundreds of steps every washday. Heated warm air is blown through your clothes while they tumble in a smooth cylinder.
BENDIX automatic **Home Laundry**
"WHERE TO BUY IT"
RETAIL DEALERS
McMAHAN FURNITURE CO
855 Marsh.....Sn Luis Obspo 1573

Duplicating Machine Supplies

DICK MIMEOGRAPH PRODUCTS—
PACIFIC COAST PUBLISHING CO
1022 State Santa Barbara (Toll)
Call "Operator" for.....Snta Barbara 3159

Dyers–See Cleaners & Dyers

Ear Phones–See Hearing Aids

Eggs–Whsle

BADER WM 12th & Riverside.....Pso Robls 298
POULTRYMEN'S CO-OPERATIVE ASSN OF SOUTHERN CALIF TrafficWy. Atascadero-84
Poultrymen's Co-Operative Assn of Southern Calif
Traffic Wy.....Atascadero 467

ECONOMY DRUG CO. No. 2
PHONE SAN LUIS OBISPO 488
Open 8 a.m. to 10 p.m.-Sundays 10 a.m.-5 p.m.
Shop with Confidence at Savings
PRESCRIPTIONS FILLED
- SICK ROOM SUPPLIES
- VETERINARY PRODUCTS
- BABY NEEDS
- LENTHERIC COSMETICS
- TUSSY & DOROTHY PERKINS
- FOUNTAIN LUNCHES

796 HIGUERA ST.

Electric Appliances–Household, Repairing

A & B Electric Appliance
Spruce.....Aroyo Grnde 430-F-13

A & B ELECTRIC APPLIANCE CO
PISMO BEACH
All Types of Electrial Appliances Repaired
ELECTRIC MOTORS
Licensed Contractor
PICK-UP & DELIVER
FRANK ALLEN, Prop.
1200 Price.....Pismo Bch 105-J
After 5 P. M. Call Aroyo Grnde 430-F-13

Atascadero Electric Atascadero Av....Atascadero 222
Cook's Electric Shop.....Cambria-72-W
Dunkin's Electrical Appliances
Hwy.....Atascadero 244-M

ELECTRIC APPLIANCE REPAIRING

Washing Machines,
VACUUM CLEANERS
TOASTERS - LAMPS
HEATERS - STOVES
ELECTRIC MOTORS
HOUSEHOLD ELEC. APPLIANCES
Pick-Up & Delivery

PHONE
Morro Bay
3341

Pacific Appliance Repair
925 Main
R. H. Berry - Owner

Sears Roebuck & Co.
Expert Service on
KENMORE
WASHING MACHINES
GAS & ELECTRIC RANGES
IRONERS - SEWING MACHINES
VACUUM CLEANERS
COLDSPOT REFRIGERATORS
AND DEEP FREEZES
SILVERTONE RADIOS & WIRE RECORDERS
PHONE SAN LUIS OBISPO 760
879 HIGUERA STREET San Luis Obispo 760

Electric Appliances–Household, Repairing–(Cont'd)

Hill's Home Appliance Store
Halcyon Rd & Grand Av...Aroyo Grnde 136-F-13
Mallory Appliance Service
721 Pismo.....Sn Luis Obspo 2365-J
Pac Appliance Repair 925 Main...Morro Bay 3341
(See Advertisement This Page)
PISMO RADIO&ELECTRIC CO
575Dolliver.Pismo Bch-165
SEARS ROEBUCK & CO
879 Higuera.....Sn Luis Obspo 760
(See Advertisement This Page)

Electric Appliances–Household, Retail

See also specific headings such as; Freezers–Food Storage Units; Kitchen Equipment; Ranges & Stoves–Dealers; Refrigerators–Domestic; Sewing Machines–Domestic; Vacuum Cleaners–Dealers; Washing Machines–Dealers

ARROYO ELECTRIC 134 Branch..Aroyo Grnde 109
BRESSLER ELECTRIC CO INC San Miguel
(Toll) Call "Operator" for.....Sn Miguel 34-W
CLINE'S ELECTRIC SHOP
962 Monterey.....Sn Luis Obspo 13
(See Advertisement This Page)
COOPERATIVE FARMERS SUPPLY CO INC
1311 Park.....Pso Robls 344
Derby's Electric Shop 827-13th.....Pso Robls 91
EKEGREN'S HOME FURNISHINGS
420-5th.....Morro Bay 2792
FIRESTONE STORES 710 Higuera.Sn Luis Obspo-130
GENERAL ELECTRIC APPLIANCES
832-12th.....Pso Robls 1507
(Continued Next Page)

GENERAL ELECTRIC

CLINE'S ELECTRIC
EXCLUSIVE GENERAL ELECTRIC DEALER
Philco Products
and
Youngstown Kitchens
Gas Ranges & Water Heaters
Electrical Contracting & Repairs
PHONE
San Luis Obispo 13
962 Monterey St.
San Luis Obispo

Electric Appliances–Household, Retail–(Cont'd)

HAMILTON J E 718 Higuera....Sn Luis Obspo 49
HEATON R C CO 803-13th.....Pso Robls 29
Hickenbottom's 745 Higuera....Sn Luis Obspo 609
HILL'S HOME APPLIANCE STORE
ART HILL-OWNER
EVERYTHING ELECTRICAL
Maytag Washers - Deep Freezers
And Gas Stoves - Hoover Vacuums
Ironrite Ironers
Halcyon Rd &
Grand Av.....Aroyo Grnde 136-F-13
LONG E E PIANO CO 777 Marsh..Sn Luis Obspo 506
McMAHAN FURNITURE CO
Complete Line of
ELECTRICAL APPLIANCES
ALL LEADING BRANDS
RADIOS - REFRIGERATORS - WASHERS
IRONERS - VACUUMS - RANGES
BUDGET TERMS
855 Marsh.....Sn Luis Obspo 1573
MONTGOMERY WARD & CO
876 Higuera.....Sn Luis Obspo 2310
SAN LUIS ELECTRIC & HEATING SERVICE
715 Higuera.....Sn Luis Obspo 561
If no answer call.....Sn Luis Obspo-2614
UNION HARDWARE CO
725 Higuera.....Sn Luis Obspo 43

Electric Contractors-Industrial & Residential

A & B ELECTRIC APPLIANCE CO
1200 Price.....Pismo Bch 105-J
After 5 PM Call.....Aroyo Grnde 430-F-13
Arroyo Electric
Member S L O County Contractors Assn
134 Branch.....Aroyo Grnde 109
ATASCADERO ELECTRIC
Atascadero Av.....Atascadero 222
BRESSLER ELECTRIC CO INC San Miguel
(Toll) Call "Operator" for.....San Miguel 34-W
(See Advertisement This Page)
COAST COUNTIES PUMP & ELECTRIC CO
829-13th.....Pso Robls 189
COOK F D PLUMBER & ELECTRICIAN
1032 Pine.....Pso Robls-1032
If no answer call.....Pso Robls 23-F-2
(See Advertisement This Page)
COOK'S ELECTRIC SHOP
CAMBRIA
Electrical Contractors
Wiring & Appliances
RANGES - REFRIGERATORS
WATER HEATERS
Member of San Luis Obispo Contr's Assn.
Cambria 72-W
Co-Op Inc 715 Higuera.....Sn Luis Obspo 561
Gallagher & Ochs Swazey....Sn Luis Obspo 1274-J
If no answer call.....Sn Luis Obspo 1677
Paso Robles Electric Co
823-12th.....Pso Robls 1507
ROBERTS EARL S
Member S L O County Contractors Assn
445-5th.....Morro Bay 2821
SAN LUIS ELECTRIC & HEATING SERVICE
715 Higuera.....Sn Luis Obspo 561
If no answer call.....Sn Luis Obspo-2614
Turney's Electric Shop 124 Branch...Aroyo Grnde 41
(Continued Next Page)

Electrical **CONTRACTOR**
REPAIRS
SERVICE
FIXTURES
Call
PASO ROBLES 1032

Nights Call **23-F-2**
Member of San Luis Obispo County Building Contractor's Association
F. D. COOK
State Licensed Contractor
PLUMBER - ELECTRICIAN
1032 PINE

Electrical **CONTRACTORS**
BRESSLER ELECTRIC CO. INC.
- Industrial
- Commercial
- Residential
- Installing
- Repairing
- Power Wiring

Engineering Service
BONDED - INSURED
Phone
SAN MIGUEL
34-W
Established 1926
San Miguel, Calif.

Electric Contractors– Industrial & Residential–(Cont'd)

Valley Electric Co
Ofc & Electrical Dept
851 Higuera.....Sn Luis Obspo 264
Construction Dept
Mountain Vw & Hill.....Sn Luis Obspo 507
Varian Eric Halcyon.....Aroyo Grnde 242-F-11
Wroble Electric Shop.....Cayucos 68-J

Electric Equipment–Service & Repairing

McClure's Repair Service
2145 Broad.....Sn Luis Obspo 2221

Electric Heaters

See Electric Appliances–Household Headings

Electric Light & Power Companies

Coats W R 139 Bridge.....Aroyo Grnde-291
Pacific Gas & Electric Co
116 Branch.....Aroyo Grnde 131-J
Pacific Gas & Electric Co State Hwy...Atascadero-45
Pacific Gas & Electric Co.....Cambria-44
Pacific Gas & Electric Co
Office 617-12th.....Pso Robls-78
Night Emergency Morro Rd.....Atascadero 135
Service Man 1425 Chestnut.....Pso Robls-175
Service Man 1920 Oak.....Pso Robls-279
Substation Riverside.....Pso Robls-769
Pacific Gas & Electric Co 671 Dolliver..Psmo Bch 224
Pacific Gas & Electric Co
Office 894 Monterey.....Sn Luis Obspo-58
Plant & Storeroom Pismo.....Sn Luis Obspo-87
Substation & Night Operator
Orcutt Rd.Sn Luis Obspo-1045

Electric Motors–Repairing

BROWN'S WALT ELECTRIC SERVICE
687 Pacific.....Sn Luis Obspo-97-W
(See Advertisement This Page)
Bryan Ray Radio Electric Service
907-12th.....Pso Robls 654

COCKRELL'S REFRIGERATION
ALL TYPES OF MOTOR REPAIRING
Motors Loaned While Repairs Are Made
Delco & Wagner Motors
845-13th.....Pso Robls 1416

Pacific Electric Service
1619 Osos.....Sn Luis Obspo 1790

ELECTRIC MOTORS

• Repaired
• Rewound
• Rebuilt
• Light Plants Serviced

WALT BROWN'S
ELECTRIC SERVICE
687 Pacific San Luis Obispo 97-W

Electric Ranges

See Ranges & Stoves Headings

Electric Signs–See Signs

Electric Supplies–Retail

A & B Electric Appliance Co
1200 Price.....Pismo Bch 105-J
BRESSLER ELECTRIC CO INC Sn Miguel
(Toll call "Operator" for.....San Miguel 34-W
Turney's Electric Shop 124 Branch...Aroyo Grnde-41
Wilcox Lou 823-12th.....Pso Robls 1507

Electric Supplies–Whsle & Mfrs

SERVICE ELEC SUPPLY CO
303 W Sn Fernando Sn Jose
(Toll) Call "Operator" for.....Ballard 8220
STONE W CO 2315 Lincoln Av Alameda (Toll)
Call "Operator" for.....Lakehurst 2-7707

Electric Water Heaters

See Water Heaters Headings

Electrical Service–Automobile

See Automobile Electrical Service

Electricians

See Electric Contractors Headings

Electro–Therapists

Greene Sanford M 870 Price.....Pismo Bch 190

Employment Agencies

Calif State Dept Of Employment
Service & Claims 720-14th.....Pso Robls 788
California State Employment Service
817 Palm.....Sn Luis Obspo 2010
U S Govt
U S Employment Service Department of
Labor 738 Pismo.....Sn Luis Obspo-2010

Engineers-Civil

Pacific Engineers & Surveyors Inc
857 Palm.....Sn Luis Obspo 3060

Engineers–Consulting

Rusk Engineering Associates
138 Tunitas Av.....Atascadero 494

Engravers–Jewelry–See Jewelry Engravers

TO SPEED SERVICE PLEASE LOOK UP THE NUMBER FIRST

Each new issue of the Telephone Directory contains an important percentage of listings that are new or changed.

Many new telephones have been installed.

Many people have changed their places of residence or business.

PLEASE CONSULT THE DIRECTORY FIRST

Escrow Companies

TITLE INSURANCE AND TRUST COMPANY
777 Higuera.....Sn Luis Obspo 2533

Excavating–See Contractors–Excavating

Exide Batteries

Look on "B" pages under "Batteries–Retail"

Explosives

UNION HARDWARE CO
725 Higuera.....Sn Luis Obspo 43

Express Forwarding

Arroyo Grande Truck Co
201 W Branch.....Aroyo Grnde 64
Calif Motor Express Ltd 1st.....Cayucos 2732
CALIF MOTOR EXPRESS LIMITED
390 Pacific.....Sn Luis Obspo 800
Calif Motor Express Limited
5th & Riverside Av.....Pso Robls 657
PACIFIC FREIGHT LINES
393 Marsh.....Sn Luis Obspo 1370
Railway Express Agency Inc 1332 Spring.Pso Robls-68
Railway Express Agency
430 Pomeroy.....Pismo Bch 77-W
Railway Express Agency Inc
Railroad Av. Sn Luis Obspo-522

Exterminating

See also Termite Control
Paramount Pest Control Service
1530 Monterey.....Sn Luis Obspo 2448
(See Advertisement This Page)

Exterminating Equipment & Supplies

SNOWDEN CHEMICAL CO
Fumigating Gases & Equip
Methyl-Bromide-Chloropicrin Sulphur-Dioxide
600 E 76th Los Angeles (Toll) Call
"Operator" for Los Angeles THornwall 4129

Farm Implements

See Agricultural Implements

Farm Supervisors

San Luis Obispo County Farm Bureau
Robert S King-Sect
1235 Monterey.....Sn Luis Obspo 2790

Federal Government Offices

See Alphabetical Directory Under "U S Government"

Feed Concentrates & Supplements

SOUTHERN PACIFIC MILLING CO
Riverside Av. Pso Robls-9

A thoughtful party-line user answers her telephone bell promptly . . . places her own calls accurately, so that they do not have to be placed again . . . does not monopolize the telephone at the inconvenience of others . . . teaches children, too, the little telephone kindnesses . . . and when her telephone is not in use, sees that it is hung up.

Calling

"DOC KILZUM"
his patients
ALL DIE
that's why he is
PARAMOUNT

Hotels Apartments & Homes Our Specialty
In Control of
• BATS • ROACHES • MOTHS • RATS • FLIES
• FLEAS • SILVERFISH • MICE • ANTS • TERMITES

Telephone
San Luis Obispo 2448
Offices 1530 Monterey & 1461 Palm Ave.

SERVICE BY BONDED OPERATORS

Oakland, San Francisco, Los Angeles, San Jose, Vallejo, Redwood City, Santa Rosa, Sacramento, Stockton, Modesto, San Luis Obispo, Fresno, Bakersfield, Santa Barbara, San Bernadino, Santa Ana, El Centro, Petaluma, Eureka, Salinas, Portland, Seattle.

PARAMOUNT
PEST CONTROL SERVICE
OF SAN LUIS OBISPO

SHOP IN THE YELLOW PAGES

Whenever you want information about an article, a service or a certain business

LOOK IN THE

Classified TELEPHONE SECTION

Feed Dealers

ATASCADERO FEED & SUPPLY
Hwy.....Atascadero 193

BECKER FEED & SEED CO
ALBERS
DAIRY & POULTRY
QUALITY CONTROLLED FEEDS
GRAINS, SEEDS & FARM SUPPLIES
210 California Blvd.....Sn Luis Obspo 587

CLARK FRED W FEED CO
135 Traffic.....Aroyo Grnde 200-W

COAST COUNTIES WAREHOUSES
157 Higuera. Sn Luis Obspo-2678
(See Advertisement This Page)

Feed Dealers—(Cont'd)

FARMER'S ALLIANCE BUSINESS ASSOCIATION
945 Riverside Av. Pso Robls-115

GENERAL FARM SUPPLY CO
200 Higuera.....Sn Luis Obspo 253

Grover City Feed Store
Grover City.....Aroyo Grnde 144-F-2

Loomis E C & Son 415 Branch.....Aroyo Grnde-32

Loomis E C & Son 147 High.....Sn Luis Obspo-1080

Paso Robles Farm Supply Center
1144 Railroad.....Pso Robls 230
(See Advertisement This Page)

POULTRYMEN'S CO-OPERATIVE ASSN OF SOUTHERN CALIF TrafficWy. Atascadero-84

REIF FARM SUPPLY
S Hwy.....Atascadero 236-W
(Continued Next Page)

COAST COUNTIES WAREHOUSES

Harris Station
Los Alamos
Nipomo
Santa Ynez

PUBLIC WAREHOUSING
GRAIN & BEAN PROCESSING

Orcutt
Santa Maria
Sisquoc
San Luis Obispo

ALBERS QUALITY Controlled

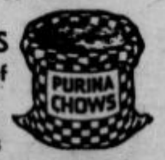
FOR
Dairy — Beef Cattle — Hogs — Horses
Chickens — Turkeys — Rabbits
Dogs

PHONE
San Luis Obispo
2678

CUSTOM - MIXING - ROLLING - GRINDING
CLEANING AND STORING

157 HIGUERA — SAN LUIS OBISPO

Phone
Paso Robles 230
for
PURINA CHOWS
A Complete Line of
POULTRY & LIVESTOCK FEEDS
Seeds & Bulbs



PASO ROBLES FARM SUPPLY CENTER
1144 Railroad St. Paso Robles

MEMORY
plays tricks
If in doubt about a
TELEPHONE NUMBER
Please look it up
in the Directory

Feed Dealers—(Cont'd)

SAN LUIS FEED CO 305 Higuera. Sn Luis Obspo-655
If no answer call.....Sn Luis Obspo-1080

SOUTHERN PACIFIC MILLING CO
STOCK & POULTRY FEEDS
GRAIN BUYERS
WAREHOUSEMEN
Office
Pine.....Pso Robls 433
RiversideAv.....Pso Robls-9

Templeton Feed & Grain Hwy.....Templeton 2331

Feed—Whsle & Mfrs

Ralston-Purina Co 531 Bonita....Pso Robls 1517-W

Fence Materials

UNION HARDWARE CO
725 Higuera.....Sn Luis Obspo 43

Fencing Equipment & Supplies

See Sporting Goods Headings

Fertilizers—Retail

Castle A L
Insecticides-Seeds & Fertilizers
248 View Mountain View (Toll)
Call "Operator" for.....Yorkshire 7-5511

Loomis E C & Son 415 Branch.....Aroyo Grnde-32

Loomis E C & Son 147 High....Sn Luis Obspo-1080

The Best Fertilizers Co
516 Grand Av.....Aroyo Grnde 431-F-2

Fertilizers-Whsle & Mfrs

Castle A L
Insecticides-Seeds & Fertilizers
248 View Mountain View (Toll) call
"Operator" for.....Yorkshire 7-5511

SAN LUIS TALLOW WORKS
Clark Field.....Sn Luis Obspo 2646-W

Field Glasses—See Optical Goods

Filters

Clay Ernest L River Rd.....Atascadero 259-M

Financing

See also Loans

Mercantile Acceptance Company
994 Monterey. Sn Luis Obspo-994

Mercantile Acceptance Corp Of Calif
994 Monterey. Sn Luis Obspo-994

Fire Escapes

Patterson & Elvin Iron Works 280-13th S F
(Toll) Call "Operator" for.....Market 1-3646

Fire Protection Equipment

Curtis L N & Sons 5810 College Av Oakland
(Toll) Call "Operator" for.....Humboldt 3-5111

SNOWDEN CHEMICAL CO 600 E 76th Los Angeles
(Toll) Call "Operator"
For.....Los Angeles THornwall 4129

Firearms—See Sporting Goods Headings

Fish Products

Highway Sea Food Market
801 Price.....Pismo Bch 27-W

Fish—Retail

Abbey C L Olive.....Morro Bay 4071

Alden A M Main & Robinson.....Morro Bay 3431

Bible P S 9th.....Cayucos 2721

BOB'S FISH MARKET
Cypress & Stimson.....Pismo Bch 137

HIGHWAY SEA FOOD MARKET
801 Price.....Pismo Bch 27-W

Morro Bay Oyster Co
Fresh Oysters Direct From Beds
Morro Bay Blvd.....Morro Bay-2491

PISMO CLAM CO
Fresh Frozen
PISMO CLAMS
Shipped Anywhere in the United States
Wholesale & Retail
Oceano.....Aroyo Grnde 436-F-3
If no answer call.....Psmo Bch 401-J

RANCH MARKET
ALL KINDS OF
FISH AND SEAFOOD
IN SEASON
90 Higuera.....Sn Luis Obspo 3197-W

San Luis Fish Co Avila.....Sn Luis Obspo 1-R-2

San Luis Fish Co Avila.....Sn Luis Obspo-8-R-22

Spurlock Seafood Market
680 Higuera.....Sn Luis Obspo 136

Fish—Whsle

Cambria Sea Food Co Hwy.....Cambria 97-J

Carver L F 75-8th.....Morro Bay 3571

Morro Bay Oyster Co Morro Bay Blvd. Morro Bay-2491

Pismo Clam Co Oceano.....Aroyo Grnde 436-F-3

Sylvester Bros
Port San Luis Wharf.....Sn Luis Obspo 1-R-13

UNITED SEA FOODS INC
DEALERS IN
FANCY SLICED PREPARED
ABALONE
217 Main.....Morro Bay 2621
If no answer call.....Morro Bay 4893

Veteran's Fisheries Highway.....Cambria 106-W

Fishing Supplies

PETE'S TACKLE SHOP
FOR ALL FISHING TACKLE
& MARINE SUPPLIES
Row Boats - Crab Nets
Fishing Poles for Rent
TICKETS FOR DEEP-SEA FISHING BOATS
Call us for Charter Service
Avila.....Sn Luis Obspo 33-R-11

Fishing Tackle—Retail

See also Sporting Goods—Retail

Pete's Tackle Shop Avila...Sn Luis Obspo 33-R-11

Schrader L S Traffic Wy.....Atascadero 593-J

Fishing Trips

Ferguson's Landing.....Morro Bay 3116

Mission FLORIST

Conveniently located in the Anderson Hotel Bldg.

Open 9:00 AM to 6:00 PM daily

We Telegraph Flowers
Bonded FTD Member

- BOUQUETS FUNERAL SPRAYS
- POTTED PLANTS CORSAGES GIFTS

LISA BRISCO, Proprietor

San Luis Obispo 432

965 MONTEREY

Quality
FLOWERS
for EVERY PURPOSE

- Wedding Arrangements
- Corsages
- Funeral Designs

DELIVERY SERVICE

24-Hour Telephone Service

Flowers Telegraphed Anywhere

PHONE
SAN LUIS OBISPO
282

ALBERTS' FLORIST
Flowers of Distinction
865 Higuera San Luis Obispo

Fisk Batteries
Look on "B" pages under "Batteries–Retail"

Fisk Tires
Look on "T" pages under "Tires–Dealers"

Five Cents To One Dollar Stores
Ideal Five & Ten 1237 Park.....Pso Robls 562-W

Flameproofing
KYLE COMPANY
FLAMEPROOFING
FABRICS AND WOODWORK OF ALL KINDS
1609 Osos.....Sn Luis Obspo 546

PARAMOUNT PEST CONTROL SERVICE
1530 Monterey.....Sn Luis Obspo 2448

Floor Coverings–See Linoleum Headings

Floors–Materials & Laying
MATEJCEK A J
HARDWOOD FLOORS
MATERIALS & LAYING
SANDING - FINISHING & REFINISHING OLD FLOORS
161 Ward.....Sn Luis Obspo 272-W

Floors–Refinishing
Rowe Service Equipment & Supply
136-12th .....Pso Robls 583

Floors–Tile–See Tile Headings

Florists–Retail
ALBERTS' FLORIST
865 Higuera.....Sn Luis Obspo 282
(See Advertisement Opposite Page)
CALIFORNIA FLOWER SHOP
856 Monterey.....Sn Luis Obspo 3092
(See Advertisement Opposite Page)
ELIZABETH ANN FLOWER SHOP
724-14th .....Pso Robls 122
(See Advertisement This Page)
HIGGINS MERVILYN FLOWER SHOP
1411 Pine.....Pso Robls 656
(See Advertisement This Page)
Hobbs E Miramon Av Atascadero-54
KARLESKINT'S FLORIST & NURSERY
1422 Monterey.....Sn Luis Obspo 2060
(See Advertisement This Page)
Mission Florist 965 Monterey...Sn Luis Obspo 432
(See Advertisement Opposite Page)
Perrine S C
We Telegraph Flowers Anywhere
State Hwy.....Atascadero 63-W
Wilson's Flower Shop 1110 Garden..Sn Luis Obspo-622

Florists-Whsle
Ramona Carnation Gardens
Grover City.....Aroyo Grnde 430-F-21

Flower Bulbs–See Seeds & Bulbs–Retail

Flowers
FOR ALL OCCASIONS
Corsages - Floral Designs
Plants - Funeral Sprays
Telephone
PASO ROBLES 656
MERVILYN'S FLOWER SHOP
Telegraph & Delivery Service
1411 Pine St.

Karleskint's
FLORIST & NURSERY

Funeral Designs
Weddings
Cut Flowers
Corsages

WE TELEGRAPH FLOWERS
24-HOUR SERVICE
PHONE SAN LUIS OBISPO 2060
1422 Monterey San Luis Obispo

Phone
Paso Robles
122

COMPLETE FLORAL SERVICE
•
WE Telegraph & Deliver
•
DAVE ROWE, JR.

Elizabeth Ann
724-14th Flower Shop Paso Robles

Young Women
There May Be
Employment Opportunities
and a
PERMANENT POSITION FOR YOU
with
THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY

GENERAL ELECTRIC
APPLIANCES
Auth. Sales & Service
G. E. - HIBBARD
COOLERATOR - CROSLEY
Phone Paso Robles 1507
LOU WILCOX
823-12th Paso Robles

OUT of the DISCARD

A few minor repairs on that discarded article will restore its life of usefulness and convenience. You'll find the man who can help you listed in the

Classified TELEPHONE SECTION

MEMORY plays tricks

If in doubt about a TELEPHONE NUMBER Please look it up in the Directory

Flywheels–Repairing
See Automobile Repairing; also Welding

Food Products
JENSEN SALES CO
1359 Monterey.....Sn Luis Obspo 2482
Rosenthal Mart 445 Higuera....Sn Luis Obspo 644
SIMON LEVI CO LTD
Distrs Best Foods Products
668 Upham.....Sn Luis Obspo-1894

Food Products Brokers
Juillard-Cockcroft
230 Snta Barbara Av.....Sn Luis Obspo 93

Foods–Frozen–See Frozen Foods

Form Clamps
See Contractors' Equipment Headings

Fraternal Organizations
See also Associations; also Clubs
Loyal Order of Moose No 1409 Main..Pismo Bch 301
Odd Fellows Hall 500 Dana.....Sn Luis Obspo 168

Freezers–Food Storage Units
See also Refrigeration Equipment–Commercial; also Refrigerators–Domestic

CROSLEY FROSTMASTER FREEZERS
COMPACT KITCHEN SIZE FROZEN FOOD CABINET
For Over 100 POUNDS OF FOOD
CROSLEY
Smartly Styled - Table-top Work Surface - Also See the Crosley Shelvador Refrigerators. Complete Line of Radios and Ranges.
"FOR INFORMATION CALL"

Carver's Frozen Food Lockers
75-8th.....Morro Bay 3571
House of Appliances Elec Sales & Service
1226 Park.....Pso Robls 1304
ROBERTS EARL S 445-5th...Morro Bay 2821

FRIGIDAIRE HOME FREEZERS—
LONG E E PIANO CO
777 Marsh.....Sn Luis Obspo 506

General Electric Appliances
823-12th.....Pso Robls 1507
(See Advertisement This Page)

HICKENBOTTOM'S
MAYTAG & KELVINATOR
COMMERCIAL & DOMESTIC
745 Higuera .....Sn Luis Obspo 609

MAYTAG HOME FREEZERS—
HICKENBOTTOM'S
745 Higuera.....Sn Luis Obspo 609

WILDMAN J M INC
International Harvester Home Freezers & Refrigerators-Dairy Equip & Supplies
1139-13th.....Pso Robls 254

Freight Motor Carriers
See Motor Freight Companies Headings

Frigidaire Electric Ranges
Look on "R" pages under "Ranges & Stoves–Dealers"

Frozen Food Lockers–Renting
AMER REFRIGERATING CO
ZERO STORAGE
Commercial Quick Freezing
Individual Frozen Food Lockers
241 Pismo.....Sn Luis Obspo-428

Bryan Meat Co 1307 Park.....Pso Robls 456
Carver's Frozen Food Lockers
75-8th.....Morro Bay 3571
MALLETT'S REFRIGERATION SERVICE
S Highway.....Atascadero 304-W
Paso Robles Cold Storage
2830 Spring.....Pso Robls 1301
(See Advertisement This Page)
Puritan Ice Co Traffic Wy.....Atascadero 59
SANLO WHOLESALE MEAT & COLD STORAGE CO 340 Higuera...Sn Luis Obspo 482

Frozen Foods
AMER REFRIGERATING CO
241 Pismo.....Sn Luis Obspo 428
ANDERSEN'S FOODS INC
Plant 166 Higuera.....Sn Luis Obspo 149-W
Office Valley Inn Buellton
(Toll) call "Operator" for.....Snta Ynez 251
BRENDLIN-RICE FROZEN FOOD PROCESSORS
267 Pismo.....Sn Luis Obspo 1076

BUZBY RALPH H CO
PICTSWEET FRESH FROZEN
FRUITS - VEGETABLES
FISH - SHELL FISH
EVISCERATED POULTRY
515 Broad .....Sn Luis Obspo 1102-J

CEDERGREEN FROZEN FOODS—
GRANDE ICE CREAM CO
116 W Branch.....Aroyo Grnde 22

FLAV-R-PAC FROZEN FOODS—
LEVY A & ZENTNER J CO
303 Higuera.....Sn Luis Obspo 1381

Fruit & Vegetable Brokers
Conrow C L Corralitas Canyon..Aroyo Grnde 142-F-2
Foster W E Cypress & Peerless.....Pismo Bch 15-W
Hines Gordon 881 Morro....Sn Luis Obspo 2360-J
Kamitsuka Jos H 268 Peerless.....Pismo Bch 340-J
Turner Al 182 Allen.....Aroyo Grnde 149-W

Fruit & Vegetable Growers & Shippers
Arcano H Oceano.....Aroyo Grnde 234-F-22
Betita P R 810 Grand Av....Aroyo Grnde 440-F-5
CORTEZ A Morro Atas Rd.....Morro Bay 2917
EARLE MYERS CO Oceano....Aroyo Grnde 410-F-2
Hassard A Farrel Rd. .....Aroyo Grnde 429-F-3
Hidden Valley Packing Co
Los Berros Canyon.....Aroyo Grnds 139-F-12
Ikeda Kazuo.....Aroyo Grnde 227-F-4
Laurenco A L
Los Berros Canyon Rd.....Aroyo Grnde 135-F-5
Mehlschau Elmer J
Los Berros.....Aroyo Grnde 224-F-11
Nagano Bros Morro Crk.....Morro Bay 2061
OCEANO CELERY DISTRIBUTORS
Oceano .....Aroyo Grnde 408-F-2
Oceano Packing Co Oceano.....Aroyo Grnde 412-F-2

Fruit & Vegetable Growers & Shippers–(Cont'd)
Pismo-Oceano Vegetable Exchange
Oceano .....Aroyo Grnde 402-F-23
Perticos Pedro Halcyon.....Aroyo Grnde 135-F-2
Reyes S D Ranch No 2.....Aroyo Grnde-237-F-4
Thompson Orin C Fair Oaks....Aroyo Grnde 151-F-3
United Farms Co Fair Oaks..Aroyo Grnde 151-F-13
Weaver A K Farrel Rd.....Aroyo Grnde 429-F-2

Fruits & Vegetables-Retail
RANCH MARKET
90 Higuera.....Sn Luis Obspo 3197-W

Fruits & Vegetables–Whsle
Brown Lionel
Corralitos Canyon.....Aroyo Grnde 142-F-12
de Ocampo L & Tabunut
Halcyon Rd.....Aroyo Grnde 238-F-5
Hayashi Haruo .....Aroyo Grnde 227-F-11
LEVY A & ZENTNER J CO
303 Higuera.Sn Luis Obspo-1381
NAGANO BROS
Morro Creek.....Morro Bay 2061
Panos Geo Tefft.....Nipomo 2521
Tajon H M Farrel Rd.....Aroyo Grnde 145-F-5
Williams Don F Alpine.....Aroyo Grnde 440-F-12

Fuels
See Specific Kinds, i.e., Oils–Fuel & Heating; Etc

Sometimes people place telephone calls and do not give the called person sufficient time to answer. Allow a few more seconds before hanging up!

Paso Robles Cold Storage
INDIVIDUAL
FROZEN FOOD LOCKERS
WHOLESALE MEAT
FROZEN FOODS
SMOKING - CURING SERVICE
PHONE
Paso Robles 1301
Commercial Refrigeration Equipment Home Freezers
2830 Spring Paso Robles

Funeral Directors

GRAY'S FUNERAL CHAPEL & CREMATORIUM
S Highway.....Atascadero 98
(See Advertisement This Page)

JOYAUX H V 1135 Snta Rosa.....Sn Luis Obspo 88

KUEHL FUNERAL HOME 1703 Spring. Pso Robls-301

PALMER-WATERS CHAPEL
1264 Higuera.....Sn Luis Obspo 452
(See Advertisement This Page)

RICHARDSON R F CO
1135 Snta Rosa.....Sn Luis Obspo 88
(See Advertisement This Page)

WOOD EARL W FUNERAL CHAPEL
134 Nelson.....Aroyo Grnde 39

There are 6,156 telephone companies serving the United States.

Fur Dealers–Retail

LACTERMAN'S
Large Selection Of
Fine Furs In All Prices
Buy Your Furs With Confidence
From the Expert Furrier of San Luis Obispo County
Cold Storage On Premise
728Higuera .....Sn Luis Obspo-1285

Fur Farms

Bay Farms
Breeders Of Quality Chinchillas & Mink
20531 E 14th Hayward
(Toll) Call "Operator" for.....Lucerne 1-7420

PALMER-WATERS CHAPEL

Formerly C. W. Palmer Mortuary — Established 1900

FUNERAL DIRECTORS

LADY ATTENDANT — CHAPEL SERVICE

EVERY DETAIL OF FUNERAL ARRANGEMENTS
INSTANTLY, EXPERTLY & CONSCIENTIOUSLY ASSUMED

CHARLES W. PALMER — **FRED M. WATERS**

1264 HIGUERA

SAN LUIS OBISPO 452

Gray's Funeral Chapel

VICTOR V. DESROSIER

Prompt, Careful, Courteous, Complete Funeral Service
Atascadero Crematorium in Connection
Homelike Chapel - Visitors Welcome
Inspection Invited
Phone Atascadero 98
AMBULANCE SERVICE
DAY OR NIGHT
Phone Atascadero 98

L. V. RICHARDSON - H. V. JOYAUX

R. F. RICHARDSON CO.

FUNERAL DIRECTORS
Oldest Established Mortuary in Point of Continuous Service in This County"
PIPE ORGAN - LADY ATTENDANT
1135 Santa Rosa **San Luis Obispo 88**

Fur Storage

LACTERMAN'S 729 Higuera....Sn Luis Obspo 1285

Furnaces–Heating

COLEMAN GAS FLOOR FURNACES—
McKELVEY'S PLUMBING & HEATING
Hwy.....Atascadero 394

Cooperative Farmers Sheet Metal Shop
1315 Pine.....Pso Robls 153
(See Advertisement This Page)

FRASER GAS FURNACES

FLOOR FURNACES
WALL FURNACES
BASEMENT FURNACES
WINTER AIR CONDITIONING
FRASER GAS FURNACES
Equipped for Natural and Bottled Gas
"It's the Inside of the Furnace That Counts"

"WHERE TO BUY THEM"
DISTRIBUTOR
BASFORD H R CO 235-15th S F
(Toll) Call "Operator" 'for...Market 1-8545
DEALERS
FRANSCIONI A F 2801 Spring..Pso Robls 343
SAN LUIS BUTANE DISTRS
N Hwy.....Atascadero 151
SAN LUIS ELECTRIC & HEATING SERVICE 715 Higuera...Sn Luis Obspo 561
SMEE'S PLUMBING & HEATING SHOP
1302 Osos.....Sn Luis Obspo 766

GARDEN CITY BUTANE SERVICE
Hwy 1.....Cayucos 2842

HOLLY FURNACES

Manufacturers of the famous Holly Stubby Floor Furnaces and Holly Wall Heaters with "Clearflo" registers. It Can't Be a "Stubby" If It Isn't a Holly.
For estimates, service or information, call the exclusive Holly dealers listed below:
HOLLY

"WHERE TO CALL"
DAVIES TED 993 Higuera..Sn Luis Obspo 436
Keene's Plumbing & Heating Service
3045 Park.....Pso Robls 655-J
Smee's Plumbing & Heating Shop
1302 Osos.....Sn Luis Obspo 766
Valley Sheet Metal Shop
Halcyon & Grand.....Aroyo Grnde 240-F-11

Why not check into the sales-building possibilities of the Yellow Pages? Call our nearest Business Office for information on Classified Directory advertising.

Furnaces–Heating–(Cont'd)

LITTLE H C OIL BURNING EQUIPMENT
"Perfect Heat for the Home"
Oil Burners, Floor Furnaces, Forced Air Furnaces and Circulating Heaters. Automatic, with Electric Ignition. Silent, Safe, Clean, Economical.
LOW COST AUTOMATIC OIL HEAT H. C. LITTLE

"WHERE TO BUY THEM"
Keene's Plumbing & Heating Service
3045 Park.....Pso Robls 655-J

PAYNEHEAT SALES & SERVICE
PAYNE quality reflects nearly 40 years' leadership.
PAYNE Gas FURNACES
Floor and Duplex Furnaces
Console (Circulator) Heaters
Forced Air Wall Heaters
Forced Air and Gravity Central Furnaces
All vented; approved for all types of gas.

"WHERE TO BUY THEM"
COOPERATIVE FARMERS SHEET METAL SHOP 1315 Pine.....Pso Robls 153
SAN LUIS ELECTRIC & HEATING SERVICE 715 Higuera....Sn Luis Obspo 561
SMEE'S PLUMBING & HEATING SHOP
1302 Osos.....Sn Luis Obspo 766

Smee's Plumbing&Heating Shop
1302 Osos. Sn Luis Obspo-766

UTILITY HEATING APPLIANCES

Floor Furnaces - Forced Air Furnaces - Console Heaters - Built-in Circulating Wall Heaters - Unit Heaters. Buy Utility - Get clean, modern, economical heating.
UTILITY

"FOR INFORMATION CALL"
VALLEY SHEET METAL SHOP
Halcyon & Grand.....Aroyo Grnde 240-F-11

WILCOX LOU 823-12th.....Pso Robls 1507

Furnaces–Repairing & Cleaning

Keene's Plumbing & Heating Serv
Vacuum Cleaning Our Specialty
3045 Park.....Pso Robls 655-J

Books, ash trays, ornaments can keep your telephone "off the hook." In that case it's "busy" or "out of order" to anyone who calls. Please keep objects from under your telephone.

Emergency!

An emergency arises—you need help quickly! Physician, hospital, ambulance, taxi or plumber! The quickest way of finding whom to call is to—

LOOK IN THE
Classified
TELEPHONE SECTION

COOPERATIVE FARMERS SHEET METAL SHOP

Distributors of
GENERAL ELECTRIC
PAYNE FURNACES
H. C. LITTLE
LENNOX GAS FURNACES
SALES & SERVICE
PHONE
Paso Robles 153
1315 PINE

SAN LUIS OBISPO'S

Authorized Dealer

for

RADIOS - REFRIGERATORS - WASHERS
IRONERS - VACUUMS - RANGES

By

GENERAL ELECTRIC - PHILCO
BENDIX - EASY - ZENITH
HOOVER - EUREKA - LEONARD

Complete
FURNISHINGS
for
"YOUR DREAM HOME"
IN OUR COLLECTION
OF MODERN, COMFORTABLE
FURNITURE
NEW & USED

Other
Well Known Brands

COMPLETE LINE OF
SMALL APPLIANCES

No "Red Tape" to Open an Account at

McMAHAN'S FURNITURE STORE

855 MARSH ST. *Phone* **San Luis Obispo 1573**

THE HOUSE OF

Fegan's

FINE FURNITURE

Phone
SAN LUIS
OBISPO
85

COMPLETE HOME FURNISHINGS
and Decorating Service
CUSTOM MADE DRAPES
FINE FABRICS — VARIOUS PRICES
FLOOR COVERINGS

840 Monterey San Luis Obispo

Furniture Dealers—New

ART MESQUIT COMPLETE HOME FURNISHINGS
Bridge & Branch.....Aroyo Grnde 122
(See Advertisement This Page)
ATASCADERO HOME FURNISHINGS
Highway .....Atascadero 484-W
BILLIE'S TOY & BABY SHOP
Juvenile Furniture & Toys
766 Higuera.....Sn Luis Obspo 2628-W
Carlton Furniture Co 101 Hwy..... Atascadero-374
DAVIDSON'S FURNITURE & AWNING STORE
669 Higuera.....Sn Luis Obspo 421
(See Advertisement This Page)
EKEGREN'S HOME FURNISHINGS
420-5th .....Morro Bay 2792
F & G Exchange Eaglet.....Atascadero 345-W
Fair Oaks Supply Grand Av..Aroyo Grnde 416-F-12
HEATON R C CO 803-13th.....Pso Robls-29
(See Advertisement This Page)
Holcraft Furniture 2706 Spring.....Pso Robls 735
LONG E E PIANO CO
777 Marsh.....Sn Luis Obspo 506
McMAHAN FURNITURE CO
Complete Home Furnishings
BUDGET TERMS
Large Used Furniture Dept.
855 Marsh.....Sn Luis Obspo 1573
McMAHAN FURNITURE CO
855 Marsh.....Sn Luis Obspo 1573
(See Advertisement Opposite Page)
MONTGOMERY WARD & CO
876 Higuera.....Sn Luis Obspo 2310
(Continued Next Page)

ART MESQUIT

Complete Home Furnishings
BRIDGE & BRANCH

NORGE REFRIGERATORS
NORGE FREEZERS
● LINOLEUM ●
ARMSTRONG CONGOLEUM-NAIRN
PABCO — SLOANE-BLABON
● RADIOS ●
RCA — ZENITH
● MATTRESSES AND BOX SPRINGS ●
SIMMONS "BEAUTYREST" — "DEEP SLEEP"
ROMES "SLUMBERON"
"SUPER SLUMBERON"
KARPENS — "PILOTOP" — "SMOOTH TUFT"
● BROADLOOM CARPET & RUGS ●
MOHAWK — MAGEE — FIRTH
ARTLOOM — GULISTAN — ROXBURY
NEEDLETONE TEXTURED CARPET

ARROYO GRANDE 122

FURNITURE

HOME
FURNISHINGS
APPLIANCES
HARDWARE

R. C. HEATON
COMPANY

803-13th Paso Robles 29

ESTABLISHED 1931

DAVIDSON'S

FURNITURE & AWNING STORE

- BIGELOW RUGS & CARPETS
- ARMSTRONG LINOLEUM
- LANE CEDAR CHESTS
- KARPEN FURNITURE
- SIMMONS BEAUTY REST MATTRESSES

Drapes - Curtains - Gifts
669 HIGUERA
San Luis Obispo 421

YOURS AND MY

Furniture Store
"Where Overhead is Low"
WE SELL FOR LESS

Everything for the Home

FURNITURE
MATTRESSES
STOVES

FLOOR COVERINGS
SEALY - PACIFIC BEDDING

We Give S & H Green Stamps
Credit Terms Arranged

1127 BROAD ST.

See Us for Better Buys!

Phone
San Luis Obispo 942

H. L. & RADA McKEEN
Owners

Furniture Dealers—New—(Cont'd)

Pismo Home Furnishing 671 Dolliver..Pismo Bch 224
Trussler's Furniture Store 1303 Park..Pso Robls-126
Whitaker's Furniture
1301 Broad.....Sn Luis Obspo 1006
YOURS & MY FURNITURE STORE
1127 Broad.Sn Luis Obspo-942
(See Advertisement Preceeding Page)
ZEGAR FURNITURE STORE
840 Monterey.....Sn Luis Obspo-85
(See Advertisement Page 50)

Furniture Dealers—Used

F & G EXCHANGE
USED & REFINISHED
FURNITURE
Trade in Your Used Goods
South Hwy
Eaglet.....Atascadero 345-W

GAMBONI'S USED FURNITURE
We Buy-Sell & Exchange
Everything For The Home
866 Palm.....Sn Luis Obspo-2765-W

HOESCHEL NEW & USED FURNITURE STORE
CASH
FOR
USED FURNITURE - DISHES - STOVES
RUGS
WE BUY, SELL & EXCHANGE
781-6th.....Morro Bay 2841

JOE'S PLACE
Joe Ries, Prop.
WE GO ANYWHERE FOR ANYTHING
BUY - SELL - TRADE
USED FURNITURE & ANTIQUES
If You Don't Want It - We Do
884 N Broad.....Sn Luis Obspo 356-J
If no answer call...Sn Luis Obspo 242-R

Jones Second Hand Store & Upholstery Shop
101 Hwy.....Templtn 2101
McMAHAN FURNITURE CO
855 Marsh.....Sn Luis Obspo 1573
Morro Bay Hardware Store 375-5th..Morro Bay-2941

Why not check into the sales-building possibilities of the Yellow Pages? Call our nearest Business Office for information on Classified Directory advertising.

STOVES - DISHES - RUGS
MATTRESSES
We Buy Sell & Exchange
WALKER'S
SECOND HAND STORE
PHONE SAN LUIS OBISPO 2219
1115 Broad

Furniture Dealers—Used—(Cont'd)

NEARLY NEW FURNITURE
ONE OF THE MOST COMPLETE
STOCKS OF
USED FURNITURE
1230 Osos.....Sn Luis Obspo 2092-W

PASO SECOND HAND STORE
13th & Riverside Av.....Pso Robls 617-W
PISMO TRADING CENTER
We Buy & Sell Used Furniture
206 Ocean View.....Psmo Bch 198

ROSS B A
SPOT CASH
for
FURNITURE - STOVES - RUGS - DISHES
ALL TYPES USED HOUSEHOLD GOODS
We Buy, Sell & Exchange
Anywhere in San Luis Obispo County
Oceano.....Aroyo Grnde 150-F-5

WALKER'S SECOND HAND STORE
1115 Broad.....Sn Luis Obspo 2219
(See Advertisement This Page)
Whitaker's Furniture
1301 Broad.....Sn Luis Obspo 1006

Furniture Mfrs

INDUSTRIAL FINISHING CO
V. F. Emmons - Owner
MANUFACTURERS OF
Better Unfinished Furniture
WHOLESALE - RETAIL
Sales Room 675 Higuera
French Rd & 101 Freeway
Sn Luis Obspo 1407

Furniture Repairing & Refinishing

ART - WOOD - CRAFTS
FURNITURE REPAIRING
and
REFINISHING
ANTIQUES RESTORED
Mr. & Mrs. A. C. Phillips
955 Pacific.....Sn Luis Obspo 2410-W

Industrial Finishing Co
French Rd & 101 Freeway...Sn Luis Obspo 1407

Furniture Upholstering—See Upholsterers

Furs—See Fur Headings

A thoughtful party-line user answers her telephone bell promptly . . . places her own calls accurately, so that they do not have to be placed again . . . does not monopolize the telephone at the inconvenience of others . . . teaches children, too, the little telephone kindnesses . . . and when her telephone is not in use, sees that it is hung up.

Garages

See also Automobile Repairing

Atascadero Motor Serv 101 Hwy...Atascadero 368
Baxter W A & Sons 535 Price.....Pismo Bch-80
Bishop's Garage & Radiator Shop
148 Allen.Aroyo Grnde-74-W
Brazzi Garage.....S Margrita 52-J
Brown Joe C 16th&Spring.....Pso Robls-706
Caccia Howard 740 D.....Morro Bay-4621
Cayucos Garage Ocean Av.....Cayucos 2921
Cholame Garage Shandon.....Pso Robls 26-F-6
Cole's Hi-Way Garage 918-13th.....Pso Robles 69
Cooke C Ed Garage
Grand & Halcyon.....Aroyo Grnde 136-F-12
Cook's Don Garage Tally Ho Rd...Aroyo Grnde 241-W
DAHL BROS GARAGE
3405 Spring.....Pso Robls 1060
If no answer call.....Pso Robls 1181-W
Dan & Ernie's Auto Serv
1234 Broad.....Sn Luis Obspo 3156
Don's Garage 786 Chcrro....Sn Luis Obspo 1373-J
(See Advertisement This Page)
French & McKenzie
155 Traffic Wy.....Aroyo Grnde 439-J
Genardini & Silva Garage Hwy No 1..Cayucos 2632
Guy's Service Station 99 Traffic Way.Aroyo Grnde-105
Highway Garage 349 Price.....Pismo Bch 119
Highway Garage 101 Hwy.....Sn Luis Obspo 1042
Hove Ed 101 Hwy.....Templtn 2191
JENKINS & HAYNES
Curbaril Av.....Atascadero 591-J
KAMM C H & CO
1034 Monterey.....Sn Luis Obspo 332
Langan M B Buick Garage.....Cambria-2
LEVERENZ WALTER F Hwy.....Atascadero 14
MISSION GARAGE
Storage & Parking
1011 Chorro.....Sn Luis Obspo-388
Nipomo Garage 101 Hwy.....Nipomo 2491
One-O-One Garage 101 Hwy.....Sn Margrita 50-J
Pauls' Automotive Service
99 Traffic Wy.....Aroyo Grnde 105
PAUL'S GARAGE
Nipomo & Monterey.....Sn Luis Obspo 2319-R
PIMENTEL & WEAVER GARAGE
Truck Repairs & Maintenance
101 Highway.....Sn Luis Obspo-1360
Pioneer Garage 1246 Spring.....Pso Robls-169-W
Pismo Street Garage 431 Pismo..Pismo Bch 186-W
(See Advertisement This Page)
Roberts Bros Garage 931 Price.....Pismo Bch 33
Roosevelt Garage Hwy.....Cayucos 2131
San Luis Garage
1044 Monterey.....Sn Luis Obspo 3133
Service Garage 917-12th.....Pso Robls-35-R
Shandon Garage Shandon.....Pso Robls 30-F-3
Spink & Co 15 Higuera.....Sn Luis Obspo 3169-J
Standard Motors & Equipment Co
1701 Monterey.....Sn Luis Obspo 3144
Star Garage Highway.....S Margrita-3
Stinchfield's Garage 1348 Railroad....Pso Robls-1535
Sweeter's Garage Oceano.....Aroyo Grnde-230-F-14
Thresh E H Inc 1101Monterey....Sn Luis Obspo-102
Todd's Bear Service
996 Marsh.....Sn Luis Obspo 3180

TOMAS JOHN H
GENERAL REPAIRING
BODY WORK & PAINTING
Motor Tune-up
We Work on All Makes
& All Work Guaranteed
Open Sundays
N Hwy.....Atascadero 351-R

Turner Paul L 1020 Park.....Pso Robls 1000
Wilson Ernest F 5th & C.....Morro Bay 2946
WILSON MOTORS 1234 Broad....Sn Luis Obspo 116
Woodland Garage Hwy No 1.....Cambria 98-J

Garbage Collection

Paso Robles Waste Disposal
1719 Pine.Pso Robls-653-W
If no answer call.....Pso Robls 868
San Luis Garbage Co 1827 Broad.Sn Luis Obspo 1672
If no answer call.....Sn Luis Obspo 1680
Yates C E Ramona.....Aroyo Grnde 138-F-13

Garden Equipment & Supplies—Retail

UNION HARDWARE CO
725 Higuera.....Sn Luis Obspo 43

Garments

See Women's Wearing Apparel Headings

Gas Appliances—Household

Davies Ted 993 Higuera.....Sn Luis Obspo 436

GARDEN CITY BUTANE SERVICE
BUTANE &
NATURAL GAS APPLIANCES
Installation & Service
WEDGEWOOD - SERVEL
Hiway 1.....Cayucos 2842

Gas—Bottled

Franscioni Butane Sales & Serv
2801 Spring.Pso Robls-343

PISMO STREET GARAGE

ONE STOP SERVICE
Complete MOTOR REPAIRS
Phone
PISMO BEACH
186-W
431 Pismo — Pismo Beach

Don's Garage
GENERAL AUTO REPAIR
Motor Overhauling & Reboring
Brakes - Ignition - Carburetors
Generators - Welding
MOTOR TUNE-UP
All Work Guaranteed
Day or Night Calls
Phone San Luis Obispo 1373-J
786 Chorro — San Luis Obispo

Gas Companies

Southern Counties Gas Co 823-13th..Pso Robls 500
From Atascadero Santa Margarita and Templeton Exchanges Only
(No Inter-City Charge)
Ask "Operator" for Entrprise 10219
Southern Counties Gas Co Pismo Beach
From Arroyo Grande Exchange Only
(No Inter-City Charge)
Ask "Operator" for Entrprise 11239
Southern Counties Gas Co
Office 504 Dolliver.....Pismo Bch 407
Southern Counties Gas Co
Office 1141 Chorro.....Sn Luis Obspo-16
Plant Broad.....Sn Luis Obspo-490
From Morro Bay Exchange only (No Inter-City Charge) Ask "Operator" for Entrprise-10206

Gas Regulators—See Regulators

Gasoline & Oil Marketers & Distrs

ASSOCIATED OIL CO
Osos & Marsh.....Sn Luis Obspo 727-W
General Petroleum Corp 5th&Pine.....Pso Robls-252
Richfield Oil Corp 6th&Pine.....Pso Robls-418
RICHFIELD OIL CORP
Orcutt Rd.....Sn Luis Obspo 414-W
ROUNTREE OIL DISTRIBUTING CO
Bud Travis-Manager
100 Traffic Wy.....Aroyo Grnde-54-J
Seaside Oil Co
Harry O Neece-Distr
Pismo Hwy.....Sn Luis Obspo-1396
SEASIDE OIL CO.....Templtn 2161
Sebastian Oil Distributing
220 Mason.....Aroyo Grnde 94-W
SIGNAL OIL CO 1446 Spring.....Pso Robls 176-W
SIGNAL OIL CO 1262 Murray..Sn Luis Obspo 802
Texas Co The 610 Pine.....Pso Robls 475-W
Texas Co The Distributor
Stenner.....Sn Luis Obspo 1140-W
Tide Water Associated Co
Osos & Marsh.....Sn Luis Obspo 727-W
TIDE WATER ASSOCIATED OIL CO
26th.Pso Robls-911-W
Wilshire Oil Co 101Hwy.....Sn Luis-565

Gasoline Service Stations

See Service Stations

Geologists

Standard Oil Co Of Calif Geological Dept
731-12th.....Pso Robls 1538

Telephone service is one of the unifying forces of the nation.

THE PALMS
DISTINCTIVE GIFTS
Phone
San Luis Obispo 1655-W
Musical, Wedding Cake Plates & Birthday Plates
Exclusive Gifts
676 Monterey San Luis Obispo

Geophysicists

Geophysical Engineering Corp
724-13th.....Pso Robls 896-W
Geophysical Service Inc No 319
731½-12th.....Pso Robls 1127
Ray Robert H Co 837-12th.....Pso Robls 1310
Texas Co The 837-12th.....Pso Robls 1539
United Geophysical Co Inc
1308 Spring.....Pso Robls 1502
Western Geophysical Co
837-12th.....Pso Robls 886

Gift Shops

ARMSTRONG'S BOOKS & GIFTS
Entrada Av.....Atascadero 490-W
BRISTOW'S HARDWARE
857 Monterey.....Sn Luis Obspo 41
GIFT NOOK

GIFTS
FOR EVERY OCCASION
Variety Distinction
Greeting Cards
1120 Chorro.....Sn Luis Obspo 2826

The Palms 676 Monterey....Sn Luis Obspo 1655-W
(See Advertisement This Page)

Ginger Ale—See Beverages—Non Alcoholic

Glace Fruits

See Confectioners Headings; also Fruits & Vegetables Headings

Glass—Auto, Plate, Window, Etc

Bouton Cabinet&Glass Shop
DelRioAv. Atascadero-255
FOWLER GLASS SHOP

PASO ROBLES
AUTO GLASS
MIRRORS
Window & Plate Glass
PROMPT INSTALLATIONS
11th & Park.....Pso Robls 160-J

HAMMOCK CHAS & SON PAINT SHOP
N Highway.....Atascadero 176
PASO ROBLES GLASS SHOP

AUTO PLATE WINDOW
Glass Installation of
All Kinds
609-22d.....Pso Robls 469

Paso Robles Glass Shop 609-22d.....Pso Robls 469
(See Advertisement Opposite Page)
PEARSON GLASS SHOP
673 Higuera.....Sn Luis Obspo 1372
(See Advertisement Opposite Page)
WESTERN CABINET WORKS
1000 Park.....Pso Robls 289
WESTSIDE AUTO PARTS CO
Auto Glass Cut & Installed
1236 Monterey.....Sn Luis Obspo 384-J

The Telephone Hour's "Great Artist Series" brings to you world-famous musicians every Monday evening.

L O F DEALERS
"Everything in Glass"
PLATE & WINDOW GLASS
GLASS REPLACEMENTS
of All Kinds
Estimates Given
FURNITURE TOPS · MIRRORS · RESILVERING
AUTO GLASS INSTALLED WHILE-U-WAIT
L O F DEALERS
PASO ROBLES GLASS SHOP
609 - 22nd Paso Robles 469
Residence Paso Robles 5-F-13

WINDOW - AUTO - PLATE
GLASS
FOR ALL PURPOSES
MIRRORS
MADE TO ORDER
RESILVERING - AUTO GLASS INSTALLED
TABLE & DESK TOPS
CONTRACTORS' HEADQUARTERS
FOR ANYTHING IN THE GLASS LINE
673 Higuera Phone San Luis Obispo 1372
PEARSON GLASS SHOP

Glass–Block, Structural, Etc

PASO ROBLES GLASS SHOP 609-22d.Pso Robls 469

Glassware–Retail

UNION HARDWARE CO
725 Higuera.....Sn Luis Obspo 43

Golf Courses–Public

Atascadero Golf Course Hwy....Atascadero 101-W
S L O County Morro Bay Golf Club...Morro Bay 3181

Government Offices–City

See Alphabetical Directory Under "Name of City"

Government Offices–County

See Alphabetical Directory Under "San Luis Obispo County of"

Government Offices–Federal

See Alphabetical Directory Under "U S Government"

Government Offices–State

See Alphabetical Directory Under "Calif State of"

Grain Brokers

Loomis E C & Son 415 Branch.....Aroyo Grnde-32
Loomis E C & Son 147 High.....Sn Luis Obspo-1080

Grain Dealers

Cousins Jas I 822-13th.....Pso Robls 119-W
Loomis E C & Son 415 Branch.....Aroyo Grnde-32
Loomis E C & Son 147 High.....Sn Luis Obspo-1080
Pelton R D 1225 Riverside Av.....Pso Robls-214
Sutton H C 1227 Pine.....Pso Robls 379

Gravel–See Sand & Gravel

Greases

SAN LUIS TALLOW WORKS
WE SOLICIT
RESTAURANT SURPLUS GREASE
FATS - OILS - BONES
SEE OUR ADVERTISEMENT UNDER TALLOW
Call Us Collect
Clark Field.....Sn Luis Obspo-2646-W

Greeting Cards–Retail

Gift Nook 1120Chorro.....Sn Luis Obspo-2826
HILL'S STATIONERY STORE
1127 Chorro.....Sn Luis Obspo 1403

Grocers–Retail

Allison's Grocery Grover City..Aroyo Grnde 429-F-4
Angello Carl Oceano.....Aroyo Grnde-231-F-4
Avila Grocery
Harold Martin-Proprietor
Avila.....Sn Luis Obspo-8-J-1
Residence.....Sn Luis Obspo 16-R-3
Baker & Roberts
Store No 1 839 Marsh.....Sn Luis Obspo-21
Store No 2 Pacific & Higuera..Sn Luis Obspo-2466
Superette 496 N Broad.....Sn Luis Obspo 3093
Bakers Store Grand Av.....Aroyo Grnde 223-F-14

Telephone service is one of the unifying forces of the nation.

Grocers–Retail–(Cont'd)

BATAAN GROCERY
Max Lagao-Owner
COMPLETE LINE OF GROCERIES
FRESH MEATS
FRUITS AND VEGETABLES
BEER & WINE
138 Higuera ..... Sn Luis Obspo 3157

Bennett R M 122 Branch.....Aroyo Grnde-8-J
BROAD STREET GROCERY
Beer & Wines
1901 Broad.....Sn Luis Obspo 2938
C H B Market 661 Higuera.....Sn Luis Obspo-999
Calif Park Grocery
390 California Blvd.....Sn Luis Obspo 2738-W
COMMERCIAL CO THE 303 Branch.Aroyo Grnde 202
COOPER'S GROCERY 1638 Osos..Sn Luis Obspo 463
Corner Grocery Edna Rd.....Sn Luis Obspo 3192-W
Del Monte Grocery
301 Snta Barbara Av.....Sn Luis Obspo 1000
DONOHO BROS MARKET
2927 Spring.....Pso Robls 1024
Donohue Sons Grocery
2598 Spring.....Pso Robls 190-W
Erich's Market 2611 Spring.....Pso Robls 1085-R
Fair Oaks Grocery
Grand & Halcyon.....Aroyo Grnde 236-F-12
Ford's Market 801 Dolliver.....Pismo Bch 61
Fox's Grocery Store Highway No 1....Cambria 88-W
Frank's Grocery 845 Main.....Morro Bay 2771
Freeman's Grocery 2050 Monterey.Sn Luis Obspo 1625
Fremont Grocery
1214 Peach.....Sn Luis Obspo 2248-R
G I MARKET
Pete S. Guion, Mgr.
COMPLETE LINE OF GROCERIES
FRUITS AND VEGETABLES
MEATS - BEER & WINE
GREEN STAMPS
Service With a Smile
360 Dolliver.....Pismo Bch 308

Garden Farms Store 101 Hwy.....Sn Margrita 43
Ghezzi's Store Ocean Av.....Cayucos 2911
Glen Oaks Grocery S Hwy.....Atascadero 377
Gorham's Grocery No 2 101 Hwy.....Nipomo 2351
Halcyon Store Halcyon.....Aroyo Grnde-236-F-11
Hearn's Market 201Branch.....Aroyo Grnde-252
Hibbard & Co 721-12th.....Pso Robls 128
Hibbard & Co 721-12th.....Pso Robls 256
Hilltop Market 101 Hwy.....Aroyo Grnde 286-F-12
Joaquin's Grocery 420 High.....Sn Luis Obspo 526
LEIDIG'S MARKET
447 Higuera.....Sn Luis Obspo 491-W
Litchfield's Market 695 Higuera..Sn Luis Obspo-2193
Log Cabin Market 400 Traffic Wy....Aroyo Grnde-55
LOY'S MARKET 3d & Main.....Templtn 2311
Lucas F D Store 101 Hwy.....Nipomo 2312
Mac's Market 16th & Grand..Aroyo Grnde 433-F-2
Mallory Henry T 1415 Beach.....Sn Luis Obspo-1273
Margarita Mercantile Co.....S Margrita-30
Maston's Grocery 5th&Main.....Morro Bay-2921
McKay P G Paso Robles Bch.....Cayucos 2541
Monterey Market 1601 Monterey.Sn Luis Obspo 924-J
Montgomery's Department Store
Oceano.Aroyo Grnde-230-F-2
MOR-MAC'S FOOD CENTER 5th & E.Morro Bay 4511
Morris Market
Groceries-Meats-Fresh Vegetables
2044 Spring.....Pso Robls 409
Morro Bay Grocery 5th.....Morro Bay 2531
Muizo David 870Monterey.....Sn Luis Obspo-54
New Park Grocery 1401 Osos....Sn Luis Obspo-1431
North Side Grocery 84 Snta Rosa..Sn Luis Obspo-465
Orcutt Market 835-12th.....Pso Robls-180
Pennington's Grocery Highway.....S Margrita-22
Petersen's General Merchandise.....Templtn 2261
(Continued Next Page)

Grocers–Retail–(Cont'd)

PIONEER DRIVE-IN MARKET
Morro&Marsh.Sn Luis Obspo-1825
Radke's Atascadero Mkt Traffic Wy....Atascadero-89
Rincon Grocery
Foothill & Rincon.....Sn Luis Obspo 3190
Santa Rosa Street Market
Mill&Snta Rosa.Sn Luis Obspo-326
Sauer A Co 848 Monterey.....Sn Luis Obspo-27
Sears Market 700 Marsh.....Sn Luis Obspo 2180
Serv-Ur-Self Market N Highway.....Atascadero 597
Sheffield's Grocery S Highway.....Atascadero 299
Shell Beach Grocery Shell Bch.....Pismo Bch-328
Sinsheimer Bros 849 Monterey.....Sn Luis Obspo-18
Sinsheimer Bros 849 Monterey....Sn Luis Obspo-144
Smith Arthur R 2630 Broad.....Sn Luis Obspo-1532
Smith T E Service Station.....Nipomo 2341
Smith's Cash Grocery.....Cambria 34
Smith's Drive-In Market 2105 Spring..Pso Robls 313
Southside Grocery 100 Higuera.Sn Luis Obspo 1795-R
Starbuck's Market
707 Snta Barbara Av.....Sn Luis Obspo 1954
THREE CORNER GROCERY
1609 Johnson.....Sn Luis Obspo 610-J
Tomasini Anita Ocean Av.....Cayucos 4122
Tony's Food Center 110 Branch...Aroyo Grnde 255
Trail-Er-In Park & Grocery
Del Rio & 101 Hwy.....Atascadero 488-J
Tweedy Clifford Pismo Hwy...Pismo Bch 437-Y-12
U-Save Grocery
Grand Av Grover City.....Aroyo Grnde 150-F-11
VERHINE'S POCKET BOOK GROCERY
Grover City.....Aroyo Grnde 144-F-11
Wadsworth's Market
2161 Broad.....Sn Luis Obspo 2548-W
Wilson's Cash Store 2039Broad..Sn Luis Obspo-2713
ZORNES GROCERY
And Service Station
One Block South Of Post Office
S 101 Hwy.....Nipomo 2321

Grocers–Whsle

Adler Wholesale Co 1301 Carmel..Sn Luis Obspo-260
JUILLARD-COCKCROFT
230 Santa Barbara Av.....Sn Luis Obspo 93
RAND & HALPIN & HIBLER INC
A H Lindquist-Resident Manager
2056 Hope.....Sn Luis Obspo-1265
ROSENTHAL MART
445 Higuera.....Sn Luis Obspo 644

Grocery Products Brokers

See Food Products Brokers

Guides–Shippers'–See Publishers

Gunsmiths

LUNDGREN ERIC 1326 Park.....Pso Robls-470
SPORTSMAN'S STORE
869 Higuera.....Sn Luis Obspo 2520

Haberdashery

See Men's Furnishings Headings

Hairdressers–See Beauty Shops

Handicraft Supplies

T N T Hobby Shop
737 Marsh.....Sn Luis Obspo 2380-W

Halls & Auditoriums

Paso Robles
Civic Auditorium 10th & Park...Pso Robls 1537

Plan your shopping with the Classified Telephone Directory.

Hardware–Retail

ATASCADERO HARDWARE
Traffic Wy.....Atascadero 133
Baywood Park Hardware & Notions
Baywood Pk.....Sn Luis Obspo 26-R-3
Beach Store 447 Cypress.....Pismo Bch-39
BRISTOW'S HARDWARE
857 Monterey.....Sn Luis Obspo 41
(See Advertisement This Page)
COOPERATIVE FARMERS SUPPLY CO INC
1311 Park.....Pso Robls-344
Erhart A R 447 Cypress.....Pismo Bch-39
Fair Oaks Supply Grand Av..Aroyo Grnde 416-F-12
(Continued Next Page)

Make the Classified Telephone Directory your buying guide—it can save you time and effort.

HARDWARE

Housewares
China-Crockery
Glassware
Electric Appliances
Cutlery
Tools
Delta Power Tools
De Walt Saws
Garden Supplies
Sporting Goods
Builders' Supplies

FULLER
Paints - Varnishes - Enamels

Union HARDWARE CO.
755 HIGUERA ST. SAN LUIS OBISPO, CALIF.

Phone
SAN LUIS OBISPO 43
725 Higuera

BRISTOW HARDWARE
857 Monterey St. San Luis Obispo 41
"Everything For Shop and Home"
SHERWIN-WILLIAMS PAINTS
ATLAS AND POWER KING POWER TOOLS
GENERAL HARDWARE
BUILDERS HARDWARE
HOUSEWARES
GLASSWARE AND CROCKERY
MECHANICS AND CARPENTERS TOOLS
PLUMBING SUPPLIES
ELECTRIC SUPPLIES
"Try Bristow's First"

Hardware–Retail–(Cont'd)

FARMER'S HARDWARE & EQUIP CO
BUILDERS HARDWARE
PAINTS & OILS
CHINA & GLASSWARE
CUTLERY - HARNESS
581 Higuera.....Sn Luis Obispo 852

Forden's Hardware 1033 Chorro...Sn Luis Obspo-273
GENERAL FARM SUPPLY CO
200 Higuera.....Sn Luis Obspo 253
Grisanti Hardware Hwy.....Atascadero 580
HEATON R C CO 803-13th.....Pso Robls-29
Hewitt H.....Templtn 2361
Howard & Bates 109 Branch.....Aroyo Grnde-84
Morro Bay Hardware Store 375-5th..Morro Bay-2941
Pac Coast Lumber Co 101 Hwy...Pismo Bch 310-R

PACIFIC COAST LUMBER CO OF CALIF
BUILDERS' HARDWARE
OVERHEAD GARAGE DOORS
CEMENT - STUCCO - PLASTERS
ROOFING MATERIALS
101 Hwy .....Pismo Beach 310-R
271 Higuera .....Sn Luis Obspo 1420
410 Branch .....Aroyo Grnde 33
Grande Av & 20th....Aroyo Grnde 430-F-2

PASO ROBLES MERCANTILE CO
839-12th.Pso Robls-340
SHAMEL'S HARDWARE & PLUMBING SHOP.....Cambria 36
UNION HARDWARE CO
725 Higuera.....Sn Luis Obspo 43
(See Advertisement Preceeding Page)

Hardwood Floors
See Floors–Materials & Laying

Hardwoods–See Lumber Headings

Harness
FARMER'S HARDWARE & EQUIP CO
581 Higuera.....Sn Luis Obspo 852
ROUND UP 724-13th.....Pso Robls 1180

Harvesters–See Agricultural Implements

Hatcheries–Poultry
BLACK'S HATCHERY Riverside...Pso Robls 186-W
GROVER CITY HATCHERY
Grand Av.....Aroyo Grnde-261-F-12
Kimber Poultry Breeding Farms
One Day Old Baby Chicks
Snta Cruz Rd.....Atascadero-42-W
Littleton's Hatchery
Atas Av & Snta Rosa Rd.....Atascadero 117-J
McKeen's Hatchery
Baby Chicks Day Old & Started
Poultry Equipment
Laurel Ln.....Sn Luis Obspo 1452-M

Hats–Renovators
California Cleaners
Hats & Leather Jackets
590 Dolliver.....Pismo Bch 84

Hawaiian Goods–See Gift Shops

Health Food Products–Retail
MacKay's Modern Foods
1135 Garden.....Sn Luis Obspo-1444

Health Service
San Luis Obispo County Health Dept
830-10th.....Pso Robls 547

Hearing Aids

ACOUSTICON OF SANTA BARBARA
810 Granada Theatre Bldg Snta Barbara
(Toll) call "Operator" for..Snta Barbara 5949
(See Advertisement This Page)
Banta M A Sonotone Consltnt
220 Lincoln Av.....Sn Luis Obspo 2642-J

MICRONIC HEARING AIDS—
SAN LUIS OPTICAL DISPENSARY
846 Higuera.....Sn Luis Obspo 1308

SAN LUIS OPTICAL DISPENSARY
Hearing Aid Batteries For All Makes
846 Higuera.....Sn Luis Obspo 1308

SONOTONE OF SANTA BARBARA
M. A. BANTA, Resident Consultant
220 Lincoln, San Luis Obispo, Phone 2642-J
"THE HOUSE OF HEARING"
S. L. SHORE, Santa Barbara, Mgr.
19 E Canon Perdido
(Toll) Call "Operator" for.Santa Barbara 7819

ZENITH RADIONIC HEARING AIDS
Single unit—small, light, powerful. Ready to wear, needs no "fitting." Manufactured by makers of famous Zenith radios and sold through local dealers.
Accepted by American Medical Association.
Batteries and Accessories.
"WHERE TO BUY THEM"
San Luis Optical Dispensary
846 Higuera.....Sn Luis Obspo 1308

LIFETIME HEARING SERVICE
Acousticon
INTERNATIONAL
World's First and Oldest Maker of Electrical Hearing Aids
Everything essential for the full scientific correction of hearing loss. Complete repair service; complete accessory service; complete battery service.
- EXCLUSIVE RADION FEATURE—hearing aid becomes a personal radio.
- EXCLUSIVE 12 RECEIVERS—to fit any hearing loss scientifically.
- EXCLUSIVE BATTERY ECONOMY—more power at lower cost.
- EXCLUSIVE CHECKING SERVICE—periodic rechecks, without charge.

ACOUSTICON OF SANTA BARBARA
H. P. HANNA RUTH HANNA
Suite 810 Granada Theatre Bldg.
1216 State St. Santa Barbara
(Toll) call "Operator" for Santa Barbara **5949**
LIBERAL CREDIT TERMS
BATTERIES AND REPAIRS FOR ALL MAKES

Heaters
See also Furnaces–Heating

DEARBORN HEATERS—
SAN LUIS BUTANE DISTRS
N Hwy.....Atascadero 151

General Electric Appliances 823-12th.Pso Robls 1507

Heaters–Water
See Water Heaters Headings

Heating Apparatus
See Specific Kinds, i.e., Furnace Headings; Water Heaters; Etc

Heating Contractors
See Contractors–Heating & Ventilating

Heating Regulators–See Regulators

Herbs
Wu H M 972 Snta Rosa.....Sn Luis Obspo 1750-W

Hides
SAN LUIS TALLOW WORKS
Clark Field.....Sn Luis Obspo 2646-W

Hobby Supplies
See Model Construction Supplies, also Handicroft Supplies

Hogs–See Livestock

Home Food Freezers
See Freezers–Food Storage Units

Home Plans
Holdredge Wm Decker
1641 Mill.....Sn Luis Obspo 29

Homes
GRIGSBY REST HOME
Guadalupe Rd.....Nipomo 2732

Hospitals
ATASCADERO GENERAL HOSPITAL
Magnolia Av.Atascadero-170
FRENCH HOSPITAL
1170 Marsh.....Sn Luis Obspo 3135
General Hospital Johnson Av.....Sn Luis Obspo 1500
MOUNTAIN VIEW HOSPITAL
1530 Marsh.Sn Luis Obspo-1400
SCOTT'S FAIR OAKS CONVALESCENT HOME
Chronic Cases-Home For Aged-Modern Quiet
Fair Oaks.....Aroyo Grnde-228-F-22

Hotels
ANDERSON HOTEL & GRILL
Monterey.....Sn Luis Obspo 902
ANDREWS HOTEL
W Cadow-Manager
901 Osos.....Sn Luis Obspo-317
Antlers Hotel 1238 Spring.....Pso Robls 262
Atascadero Hotel S Highway.....Atascadero-197
Beechwood Aut-O-Tel 74 Higuera.Sn Luis Obspo-911
Blackstone Hotel 844 Monterey...Sn Luis Obspo-840
CAMBRIA PINES LODGE.....Cambria 50
Camozzi Hotel.....Cambria 86-J
CARLTON HOTEL Hwy.....Atascadero-177
(See Advertisement This Page)
COLONIAL HOTEL
103 Santa Barbara Av.....Sn Luis Obspo 1947

Hotels–(Cont'd)

COZY CORNER MOTEL
554 Traffic Wy.....Aroyo Grnde 259
Dellar Hotel The 1317 Spring.....Pso Robls-290
EXCHANGE HOTEL Hwy No 1.....Cayucos 2011
Golden State Hotel 1109 Morro...Sn Luis Obspo-175
GRANADA HOTEL 1128 Morro...Sn Luis Obspo 232
HI-WAY HOTEL 916-13th.....Pso Robls 521
HOTEL BUTLER 440 Pomeroy Av....Pismo Bch-41
HOTEL NORTON 1227 Spring.....Pso Robls-149
Hotel Park 1815 Osos.....Sn Luis Obspo-792
HOTEL SAN LUIS
Rita Soto-Proprietress
697 Higuera.....Sn Luis Obspo-1917

HOTEL TAYLOR
100 ATTRACTIVE ROOMS
In the Heart of Paso Robles
Safety - Comfort - Convenience
Steam Heat - Air Conditioned
Delicious Food - Cocktail Lounge
Reasonable Rates
1308 Spring.....Pso Robls 158

HOTEL WINEMAN Higuera.....Sn Luis Obspo 1800
I X L Hotel
C A Tingley Owner
740-14th .....Pso Robls-269
Marshall Hotel 874 Higuera.....Sn Luis Obspo-400
Midway Hotel 997 Higuera.....Sn Luis Obspo 1991
MISSION HOTEL
865 Monterey.....Sn Luis Obspo 593-W
MOTEL INN Monterey.....Sn Luis Obspo-1340
Motel Marianna 730 Spring.....Pso Robls-417
Oceano Hotel Oceano.....Aroyo Grnde-230-F-21
PAC HOTEL
Mrs Lela Alston Propr
158 Higuera.....Sn Luis Obspo 2557
PASO ROBLES INN 1103 Spring....Pso Robls-1100
PINES HOTEL THE
C L Fox Prop
We Serve Complete Dinners
1 Mile North of Cambria
HighwayNo1 .....Cambria-69
PISMO HOTEL
Formerly Hotel Olsen
701 Price.....Pismo Bch 20
Plaza Hotel 979 Osos.....Sn Luis Obspo-1946
RANCHOTEL 1900 Monterey....Sn Luis Obspo 2333
Rhodes Hotel 864 Monterey....Sn Luis Obspo-2765-J
SHANGRI-LA MOTEL
S Hwy & Morro Rd.....Atascadero 136
Sleep Off The Hi-Way Motel
1000 South.....Sn Luis Obspo 791
TAYLOR HOTEL 1308 Spring.....Pso Robls-158
Travelodge 2701 Spring.....Pso Robls 304
Wineman Hotel Higuera.....Sn Luis Obspo-1800

Telephone service is one of the unifying forces of the nation.

CARLTON
HOTEL
COFFEE SHOP COCKTAIL LOUNGE
COCKTAILS IN THE
Fiesta Room
"Queen of the King's Highway"
ATASCADERO
Phone 177
R. W. WITMER, *Opr.*
ON HWY. 101 ATASCADERO

House Movers

Van Ronk L T Shell Beach.....Pismo Bch 29-M

YORK & BAKKE
Anywhere in San Luis Obispo County
HOUSE & BUILDING
MOVING - RAISING
SHORING - LEVELING
Any Size
Irving York - Max Bakke
697 Mitchell Dr....Sn Luis Obspo 1190-W
Grover City .....Aroyo Grnde 429-F-11

York Irving Grover City.....Aroyo Grnde 429-F-11

Hydrotherapists

Greene Sanford M 870 Price.....Pismo Bch 190

Ice

Atas Ice Serv S Highway.....Atascadero 251-J
Holt's Milk & Ice Service 550 Pismo...Pismo Bch-89
Mahan Thomas A 451 Pismo.....Pismo Bch-47
Paso Robles Ice Service 846-9th.....Pso Robls-233
Pismo Oceano Ice Co Oceano....Aroyo Grnde 406-F-2
Puritan Ice Co Traffic Wy.....Atascadero-59

SAN LUIS ICE & COLD STORAGE CORP
CRYSTAL CLEAR ICE
Crushed, Bulk or Cubes
CITY WIDE
DELIVERY SERVICE
1409 Walker.....Sn Luis Obspo-67

JOHNS-MANVILLE
"BLOWN" ROCK WOOL INSULATION
COMFORT

Weatherstripping
PHONE
San Luis Obispo 546
KYLE Company
1609 Osos San Luis Obispo

Ice Cream Dealers

BEATRICE FOODS CO-MEADOW GOLD ICE CREAM
Plant 2840 Spring St.
845-13th.....Pso Robls 464
GOLDEN STATE COMPANY LTD
570 Higuera..Sn Luis Obspo-181
Grande Ice Cream Co 116 W Branch..Aroyo Grnde-22
Meadow Gold Ice Cream Division Of Beatrice Foods Co 845--13th.....Pso Robls 464
Melody Ice Cream Bar 625-12th.....Pso Robls 1015
Sno-White Creamery
888 Monterey.....Sn Luis Obspo 1872

Ice Cream—Mfrs & Distrs

BOODRY'S DRIVE IN
HOMEMADE ICE CREAM
FOR THE FOLKS AT HOME
Sandwiches & Fountain Service
2436 Broad.....Sn Luis Obspo 2439-W

Frosted Malt Shop N Hwy 101...Atascadero 335-J

HOLLY-MAID ICE CREAM—
GRANDE ICE CREAM CO
116 W Branch.....Aroyo Grnde 22

MEADOW GOLD ICE CREAM DIVISION OF BEATRICE FOODS CO 845-13th..Pso Robls 464
Tasty Products 719½ Higuera...Sn Luis Obspo 285

Implements—Agricultural

See Agricultural Implements

Income Tax Consultants

See Tax Consultants

Indian Goods—See Gift Shops

Infants' Garments

See Children's & Infants' Garments Headings

Insecticides-Retail

Clark Fred W Feed Co
135 Traffic.....Aroyo Grnde 200-W
Loomis E C & Son 415 Branch.....Aroyo Grnde 32
Loomis E C & Son 147 High...Sn Luis Obspo 1080

Insecticides-Whsle & Mfrs

Castle A L
Insecticides-Seeds & Fertilizers
248 View Mountain View
(Toll) Call "Operator" for...YOrkshire 7-5511

Insulation Materials—Cold & Heat

BUILDERS MARKET
JOHNS-MANVILLE ROCK WOOL
KIMSULL INSULATION
ZONOLITE INSULATION
ACOUSTICAL INSULATION
PALCO WOOL INSULATION
1115-13th .....Pso Robls 277

FIBERGLAS INDUSTRIAL INSULATION—
DISTRIBUTOR
WESTERN FIBERGLAS SUPPLY LTD
1537 Thesta Fresno
(Toll) Call "Operator" for....Fresno 3-8936

KYLE COMPANY 1609 Osos.....Sn Luis Obspo 546
(See Advertisement This Page)

Insurance Adjusters—See Adjusters

Insurance Agents & Brokers

Arsenio J T 861 Monterey.....Sn Luis Obspo 729
ATKINSON E H 1009 Higuera....Sn Luis Obspo 697
BACHINO&STOCKIRD
Successors To Ernest Vollmer
740 Higuera.....Sn Luis Obspo-393
Bolton Henry C 1013 Chorro....Sn Luis Obspo-1875
BROWN & ROY INS CO
314 Pomeroy Av.....Pismo Bch 154
Calif Western States Life
1042 Palm.....Sn Luis Obspo 938
CAMPBELL L M
5th & Saratoga.. .....Aroyo Grnde 144-F-21
Cousins James I 822-13th.....Pso Robls-119-W
DE CHAINE BOB INSURANCE AGENCY
733-12th.Pso Robls-129
Devens R A 1235 Monterey....Sn Luis Obspo 2979
EVANS BROKERAGE CO
1118 Chorro.....Sn Luis Obspo-63

EVANS GERALD B
Complete INSURANCE Service
FIRE - CASUALTY - MARINE
FIDELITY & SURETY
Representing Capital Stock
Insurance Companies
1118 Chorro.....Sn Luis Obspo-63

FARMER'S INSURANCE GROUP
Harry Edwards-Agent
1744 Vine.....Pso Robls 850-W
Fitzgerald Maurice W 852 Higuera.Sn Luis Obspo-839
Gist Fred L 1035 Chorro.....Sn Luis Obspo-858
GREEN ALVA J 1042 Palm.....Sn Luis Obspo 938

Insurance Agents & Brokers—(Cont'd)

HARTFORD FIRE INSURANCE—
COUSINS JAMES I 822-13th..Pso Robls-119-W

HENDERSON BROKERAGE CO
Highway.Atascadero-194
Hier-Johnson Brokerage Traffic Wy.Atascadero 690-W
Husted Don W 1235 Monterey..Sn Luis Obspo 2979
HYDE MURIEL S
1424 Spring.....Pso Robls 1510

JEFFERSON STANDARD LIFE INSURANCE—
VAN HORN OTTO B 612-12th....Pso Robls-1414

Kamm L W 1137 Chorro.....Sn Luis Obspo-1051
KENNEDY RALPH C 858 Marsh.Sn Luis Obspo-1900
KRUEGER HARVEY W
Insurance Of All Kinds
999 Higuera.....Sn Luis Obspo 2845-J
Lawrence L W 1020 Broad.....Sn Luis Obspo-121
Lessi C L 1137 Chorro.....Sn Luis Obspo 632
Lewin M & Son 792 Monterey.....Sn Luis Obspo 325
LEWIS HENRY S
HENRY S. "HANK" LEWIS
AETNA INSURANCE GROUP
GREAT AMERICAN
INDEMNITY GROUP
INSURANCE CO. OF NORTH AMERICA
Box 511
544 Oak.....Pso Robls 567

LIPSCOMB JACK G 788 Price.....Pismo Bch 206-W
Loomis E C & Son 415 Branch.....Aroyo Grnde-32
LOVETT LEE R
Our Business Is Service And Protection
1051 Price.....Pismo Bch 316
(Continued Next Page)

STATE FARM MUTUAL
AUTO INSURANCE AGENCY
WORLD'S LARGEST AUTOMOBILE INSURANCE COMPANY
AUTO - LIFE - FIRE
Comprehensive LIABILITY for Farm & Residence
Office 1016 Court St. - San Luis Obispo
Phone San Luis Obispo 1380
IF NO ANSWER CALL
THERESA RIGDON
Res. San Luis Obispo 1357
ISABEL WALKER
Res. Atascadero 258-W

Insurance Agents & Brokers—(Cont'd)

McCoy Richard D
New York Life Insurance Co
E 13th.....Pso Robls 1027-W
Mutual Life Ins Co of N Y
R P Davis Representative
1411 Essex.....Sn Luis Obspo-842-R
Negley H E Sn Miguel California
(Toll) Call "Operator" for.....San Miguel 92
NELSON WM A
Stanley H Nelson
982 Monterey.....Sn Luis Obspo-2134
Pacific Mutual Life Ins Co
1035 Chorro.....Sn Luis Obspo 1609
Polizzotto Paul 852 Higuera.....Sn Luis Obspo-173
ROGERS JOHN L 1024 Nipomo..Sn Luis Obspo 3199
Santa Barbara Co Farmers Mutual Fire Assn
1016 Court.....Sn Luis Obspo 1380
Sobey Gifford L Jr 705-12th.....Pso Robls 28
State Farm Insurance Companies
1016 Court.Sn Luis Obspo-1380
(See Advertisement Preceeding Page)
Swall Ruth 127 Branch.....Aroyo Grnde 66
Thornburgh Grace Mrs
855 Monterey.....Sn Luis Obspo 11
WHITAKER FRED W
State Farm Mutual Insurance Co
204-17th.....Pso Robls 678
York Sid Ins Agency
1221 Spring.....Pso Robls 284-W

New vacuum tube equipment that boosts the number of calls that present wires can handle is an important part of our current program to provide even better and faster long distance service.

FARMERS INSURANCE GROUP
Symbol of Superior Service
FARMER'S INSURANCE GROUP
• AUTO • TRUCK • FIRE
INSURANCE AT A SAVING
E. H. ATKINSON
District Agt.
TELEPHONES
SAN LUIS OBISPO 697
Nights: San Luis Obispo 1014 or 699
1009 Higuera St.
SAN LUIS OBISPO

Insurance Companies & General Agencies

Calif Western States Life
1042 Palm.....Sn Luis Obspo 938
CALIFORNIA WESTERN STATES LIFE INSURANCE CO
Jack C Madison-General Agent
1025 Court.....Sn Luis Obspo 2078
Farmer's Insurance Group
1744 Vine.....Pso Robls 850-W
FARMERS INSURANCE GROUP
1009 Higuera.....Sn Luis Obspo 697
(See Advertisement This Page)
Metropolitan Life Ins Co
1042 Pismo.....Sn Luis Obspo 734
Metropolitan Life Ins Co
James F Irvin-Agent
1042 Pismo.....Sn Luis Obspo-734
New York Life Insurance Co
C L Lessi-Representative
1137 Chorro.....Sn Luis Obspo 632
Northwestern Mutual Life Ins Co
The Dividend Paying Co of America
852 Higuera.....Sn Luis Obspo-173
State Farm Insurance Co
5th & Saratoga.....Aroyo Grnde 144-F-21
State Farm Insurance Companies
1016 Court.Sn Luis Obspo-1380
State Farm Mutual Insurance Co's
204-17th.Pso Robls-678

Interior Decorators

Whitaker's Furniture
1301 Broad.....Sn Luis Obspo 1006
ZEGAR FURNITURE STORE
INTERIOR DECORATORS
840 Monterey ..... Sn Luis Obspo 85

Investments

Wickenden W C 1035 Chorro.....Sn Luis Obspo-858

Investments—Real Estate—See Real Estate

Iron Ornamental Work

PATTERSON & ELVIN IRON WORKS
Ornamental Iron, Grilles, Balconies
Railings, Steel & Iron Stairs, Folding Gates, Sidewalk Doors, Wire Work FIRE ESCAPES, "SAFEXIT COLLAPSIBLE LADDERS," JOIST HANGERS - In Stock Light Steel Fabricators, Miscellaneous Iron, Rods, Plates, Angles, Etc.
280-13th St Sn Francisco
(Toll) Call "Operator" for....Market 1-3646

Iron—Scrap—See Junk Dealers

FOUR THOUGHTFUL ITEMS OF TELEPHONE PROCEDURE—

1. Please answer promptly.
2. Please be on the line when the party you want answers.
3. Please speak distinctly and without hurrying, with the lips close to the mouthpiece.
4. Please replace the receiver gently when through talking.

Ironing Machines

BENDIX AUTOMATIC HOME IRONER

The Bendix Automatic Home Ironer is easier to operate, because your ironing and all controls are visible; comfortable because it's adjustable in height - and it's faster.

BENDIX automatic Home Laundry

"WHERE TO BUY IT"
WHOLESALE DISTRIBUTOR
DERBY'S ELECTRIC SHOP
827-13th.....Pso Robls 91
RETAIL DEALERS
McMAHAN FURNITURE CO
855 Marsh.....Sn Luis Obspo 1573

CONLON IRONERS—
LONG E E PIANO CO
777 Marsh.....Sn Luis Obspo 506

EASY IRONERS—
LONG E E PIANO CO
777 Marsh.....Sn Luis Obspo 506

KENMORE IRONERS—
SEARS ROEBUCK & CO
Sales & Service
879 Higuera.....Sn Luis Obspo 760
Long E E Piano Co 777 Marsh....Sn Luis Obspo-506

MAYTAG IRONING MACHINES—
LONG E E PIANO CO
777 Marsh.....Sn Luis Obspo 506
McMAHAN FURNITURE CO
855 Marsh.....Sn Luis Obspo 1573

Janitor Service

D'Amato V 527 Branch.....Sn Luis Obspo 2846-J
SAN LUIS JANITOR SERVICE
GLENN M. FARRIS
General Maintenance
Floors Cleaned - Waxed - Polished
Windows Washed
Venetian Blinds Cleaned
650 Grave Av.....Sn Luis Obspo 3075-W

Janitors' Supplies

Alameda Distributors 1926 Everett Alameda
(Toll) call "Operator" for.....Lakehurst 3-0770

Jewelers—Mfrs

Marshall's Jewelry Store
790 Higuera.....Sn Luis Obspo 597

Jewelers—Retail

ANDREWS DON
Watch Repair Expert
275 Pomeroy Av.....Pismo Bch 405-J
BROWN CLARENCE
862 Higuera.....Sn Luis Obspo 1312
(See Advertisement This Page)
BURNER JEWELER 870 Main....Morro Bay 3407
COLYER'S JEWELRY 741-12th.....Pso Robls 789
GRAGG'S 1023 Osos.....Sn Luis Obspo 1661
(See Advertisement This Page)
GUTHRIE H W 741-12th.....Pso Robls 789
Marshall Arthur P 263 S Main.....Morro Bay 3586

Plan your shopping with the Classified Telephone Directory.

Jewelers—Retail—(Cont'd)

MARSHALL'S JEWELRY STORE
Since 1889
DIAMONDS
790 Higuera.....Sn Luis Obspo-597
Miller & Oliver Hwy.....Atascadero 244-W
Paso Robles Jewelry Store 725-13th...Pso Robls-443
REED J M
Expert Watch & Jewelry Repairing
238 Pomeroy Av.....Pismo Bch 8-J
SAN LUIS JEWELRY & LOAN CO
See Our Ad Under Loans
974A Monterey.....Sn Luis Obspo 2958-W
Sinclair's Jewelry 1044 Chorro...Sn Luis Obspo-1482
VIGNEAU'S JEWELRY STORE
867 Monterey.Sn Luis Obspo-593-J

Jewelry Engravers

BROWN CLARENCE 862 Higuera.Sn Luis Obspo-1312

A thoughtful party-line user answers her telephone bell promptly . . . places her own calls accurately, so that they do not have to be placed again . . . does not monopolize the telephone at the inconvenience of others . . . teaches children, too, the little telephone kindnesses . . . and when her telephone is not in use, sees that it is hung up.

CLARENCE BROWN
YOUR CREDIT JEWELER

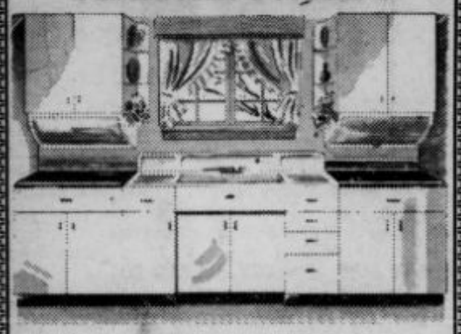
Diamond Setting Engraving
DIAMONDS
WATCHES
JEWELRY
EXPERT WATCH REPAIRING
ALL WORK GUARANTEED
862 Higuera San Luis Obispo 1312

GRAGG'S
The House of Fine Diamonds

SILVERWARE	WATCHES
Towle	Elgin
Gorham	Hamilton
Wallace	Waltham
Community	Gruen
Rogers	Omega
	Helbros

San Luis Obispo 1661
1023 OSOS SAN LUIS OBISPO

Hickenbottom's



Youngstown Kitchens

The prices of Youngstown Kitchens are surprisingly low.

Sleek, modern step-saving dream kitchens at budget prices by the world's largest makers of all-steel kitchens.

Visit our Display Room

San Luis Obispo 609

745 HIGUERA ST.

Cline's Electric

ALL ELECTRIC KITCHENS

GENERAL ELECTRIC AND YOUNGSTOWN

Free Layouts & Estimates

SEE OUR DISPLAY OF MERCHANDISE IN OUR STORE

PHONE

San Luis Obispo 13

962 Monterey San Luis Obispo

Junk Dealers

Mission Wrecking & Salvage Co
553 Higuera. Sn Luis Obspo-1608

RICHARDS SALVAGE
We Pay More For Metal Iron And Scrap
101 Hwy..... .....Sn Luis Obspo 320-J

Justices of the Peace

San Luis Obispo County Justice of Peace
Garden Farms.....S Margrita 48-Y-2

Kerosene—See Oils—Fuel & Heating

Keys—See Locksmiths

Kitchen Equipment

CLINE'S ELECTRIC SHOP
962 Monterey.....Sn Luis Obspo 13
(See Advertisement This Page)

EKEGREN'S HOME FURNISHINGS
420-5th.....Morro Bay 2792

HICKENBOTTOM'S
745 Higuera..... .....Sn Luis Obspo 609
(See Advertisement This Page)

UNION HARDWARE CO
725 Higuera.....Sn Luis Obspo 43
Western Cabinet Works 1000 Park....Pso Robls 289

YOUNGSTOWN KITCHEN—
CLINE'S ELECTRIC SHOP
962 Monterey.....Sn Luis Obspo 13
HICKENBOTTOM'S
745 Higuera.. .....Sn Luis Obspo 609

Knit Goods—Blocking—See Cleaners & Dyers

Labor Organizations

Carpenter's Local 1632
843 Palm.....Sn Luis Obspo 117
Culinary Alliance & Bartenders Union 703
1226 Pine.....Pso Robls 548
Culinary Alliance&Bartenders' Union Loc-703
Marie Birdsong Sectry
843 Palm.....Sn Luis Obspo 2783
International Ass'n of Machinist Loc 1166
Old Morro Rd.... .....Sn Luis Obspo 780-J
International Union of Operating Engineers
270 Pomeroy.....Pismo Bch 44
Labor Local No 1464 A F of L
Construction & General-Local No 1464
A F of L Labor Temple
1530 Monterey.....Sn Luis Obspo-256
Musicians Union
480 Pacific.....Sn Luis Obspo 233-W
Teamsters Union Local 381
1530 Monterey.....Sn Luis Obspo 1881

Laboratories—Dental

See Dental Laboratories

Laboratories—Medical

McCombie Laboratory 773 Pismo. Sn Luis Obspo-1298
If no answer call.....Sn Luis Obspo 2677-R
If no answer call.....Sn Luis Obspo 1167-J

Lacquer Finishing

See Painting Contractors

Ladies' Tailors—See Tailors—Ladies'

Lamps—Retail

ART MESQUIT COMPLETE HOME FURNISHINGS Bridge & Branch. Aroyo Grande 122

Land Leveling

See Also Contractors Excavating

BROWN & DOKO 101 Hwy...Aroyo Grnde 286-F-4
Fry Trucking Grover City.....Aroyo Grnde 433-F-4

Laundries

CAMBRIA PINES LAUNDRY & CLEANERS.....Cambria 45-J
(See Advertisement This Page)

FLUFFY WHITE DIAPER SERVICE
2056 Chorro..... .....Sn Luis Obspo 3051-W

HOME LAUNDRY CO 1323 Morro..Sn Luis Obspo-70
(See Advertisement This Page)

Mission Laundry 331 Pacific.....Sn Luis Obspo-1440

MODEL LINEN SUPPLY
348 Higuera. Sn Luis Obspo-1238

Modern Family Laundry
1313 Broad. Sn Luis Obspo-304

PASO ROBLES LAUNDRY & DRY CLEANING
1344 Pine.....Pso Robls-315
(See Advertisement This Page)

Laundries—Baby Garment—See Laundries

Laundries—Self Service

Alexander's Serve Your Self Laundry
801 Pine.....Pso Robls 1329-M
All Purpose Automatic Laundry
544-12th.....Pso Robls 1458-W

LAUNDROMAT HALF-HOUR LAUNDRY—
SAN LUIS BUTANE DISTRS
N Hwy..... .....Atascadero 151

(Continued Next Page)

FOR LAUNDRY and DRY CLEANING SERVICE

PASO ROBLES 315

Let One Stop Do It All

PASO ROBLES LAUNDRY AND CLEANERS

1344 PINE

LAUNDRY & **DRY CLEANING**

4-DAY SERVICE

Pick-Up & Delivery

Telephone

San Luis Obispo

70

Let the

HOME LAUNDRY Co.

1323 Morro Street

TAKE WASHDAY OUT OF YOUR HOME

LAUNDRY

DRY CLEANING

- LINEN SUPPLY SERVICE
- FINISHED WORK
- FAMILY BUNDLES
- DRY & WET WASH

We Give Complete Coverage on All Service

CAMBRIA PINES LAUNDRY & CLEANERS

LEON BORDEGARAY, *Prop.*

Phone **CAMBRIA 45-J**

Laundries—Self Service—(Cont'd)

McDOUGAL LOYIA E
MAYTAG WASHERS
HAMILTON DRYER
We Have Soft Water
Hours: 8 A. M. Til 5 P. M.
Evenings by Appointment
1½ Blocks East of Halcyon Rd on Grand
709 Grand Av.....Aroyo Grnde 440-F-4

PISMO SERVE YOURSELF LAUNDRY
MAYTAG MACHINES
Rain Soft Water
Mangle - Curtain Stretcher
Open Daily 8 to 4 Except Sundays
Tuesday Evenings 6:30 to 9:00
468 Price.....Psmo Bch 338-W

Self Service Laundry
Foothill & N Broad .....Sn Luis Obspo 297-J

Serv-Ur-Self Laundry
183 Higuera.....Sn Luis Obspo 1974-J

SURV-UR-SELF LAUNDRY
ENTIRE FAMILY WASH IN 30 MINS.
Wet Wash and Fluff Dry Service
AUTOMATIC BENDIX
WASHERS & DRYERS
8:00 A. M. to 8:00 P. M. Mon. to Sat.
183 Higuera.....Sn Luis Obspo 1932

MODEL
LINEN & TOWEL
SERVICE
Individual Hand Towel Service
for
OFFICE · SHOP · FACTORY
MONTHLY RENTAL SERVICE
ALSO FOR
• DOCTORS • BARBERS
• BEAUTY SHOPS • BUTCHERS
• RESTAURANTS • GARAGES

SAN LUIS OBISPO
1238
If No Answer Call San Luis Obispo 2058
Service to
Paso Robles, San Miguel, King City, Santa Maria, Atascadero, Pismo Beach, Arroyo Grande, Morro Bay
348 HIGUERA SAN LUIS OBISPO

Laundry Equipment

CLAY ERNEST L River Rd.....Atascadero 259-M

Lawyers—See Attorneys

Leather Goods—Retail

Harrington Saddlery
1009 Chorro.....Sn Luis Obspo 152-W
T N T Hobby Shop
737 Marsh.....Sn Luis Obspo 2380-W

Letter & Addressing Service

SMITH WM T
2277 Johnson Av.....Sn Luis Obspo 505

Letters—Sign

Woods Sign Service 910 High....Sn Luis Obspo 2716

Libraries—Circulating & Rental

HILL'S STATIONERY STORE
1127 Chorro.....Sn Luis Obspo 1403

Libraries—Institutional

San Luis Obispo Co Law Library
Court House. Sn Luis Obspo-1145

Libraries—Public

County Library Court House.....Sn Luis Obspo-1157
Paso Robles Pub Lib 12th.....Pso Robls-106-J
San Luis Obispo City of
Public Library
NBroad&Monterey. Sn Luis Obspo-2606

Light & Power Companies

See Electric Light & Power Companies

Lighting Systems & Equipment

Brown's Walt Electric Service
687 Pacific.....Sn Luis Obspo-97-W

KOHLER ELECTRIC PLANTS—
SAN LUIS BUTANE DISTRS
N Hwy.....Atascadero 151

Limes—Fresh

See Fruits & Vegetables Headings

Linen Supply Service

MODEL LINEN SUPPLY
348 Higuera.....Sn Luis Obspo 1238
(See Advertisement This Page)

Linoleum Layers

West Robt A 1312 Snta Rosa...Sn Luis Obspo 1515-J

Linoleum—Retail

ARMSTRONG LINOLEUM—
CLAY FLOOR COVERINGS
675 Higuera.....Sn Luis Obspo 1203-M
COUNTY ROOF SERVICE
Snta Barbara Av & High...Sn Luis Obspo 1840

ART MESQUIT COMPLETE HOME FURNISHINGS
Bridge & Branch.....Aroyo Grnde 122
(See Advertisement Opposite Page)

CLAY FLOOR COVERINGS
675 Higuera.....Sn Luis Obspo 1203-M
(See Advertisement Opposite Page)

COAST VENETIAN BLIND CO
861 Palm.....Sn Luis Obspo 1473-J
(See Advertisement Opposite Page)

(Continued on Pages 67 & 68)

FLOOR COVERINGS
LINOLEUM
ASPHALT TILE - CARPETING - SINK TOPS
MANUFACTURERS & RENOVATORS
CUSTOM BUILT VENETIAN BLINDS
DUPONT "TONTINE" WINDOW SHADES
FREE ESTIMATES DU PONT TONTINE Washable WINDOW SHADE CLOTH NO OBLIGATION
TIME PAYMENTS UNDER F. H. A.
PHONE SAN LUIS OBISPO 1473-J
COAST VENETIAN BLIND CO.
861 PALM ST. SAN LUIS OBISPO

PERSONALIZED FLOORS
OF
- ARMSTRONG LINOLEUM -
Feature Strip - Cove Base
Asphalt Tile - Linoleum Drain Boards
UPHOLSTERED INTERIORS - LEATHERETTE
DOORS & CABINETS
BAR FRONTS & TOPS, ETC.
ARROYO GRANDE 122
ART MESQUIT
Complete Home Furnishings
BRIDGE & BRANCH

A Factory Representative of
Armstrong's Linoleum
INSTALLING REPAIRING
CUSTOM DESIGNING
Linoleum Asphalt Tile
Rubber Tile Plastics
WALL TO WALL CARPETING
Window Shades & Venetian Blinds
Floor Coverings by Clay
Clay Davidson
We Make It Neat Under Your Feet
SAN LUIS OBISPO 1203-M
675 HIGUERA ST.

THE HOUSE OF Zegar's FINE FURNITURE
Everything for the Home

ARMSTRONG
LINOLEUM
SAN LUIS OBISPO
85
840 MONTEREY

R. C. R. JONES

Linolenm and Shade Shop

FLOOR COVERING SPECIALISTS
LINOLEUM - INLAID & PRINTED
CONGOLEUM RUGS
FLOOR TILES - ASPHALT - CORK
RUBBER - LINOLEUM
CARPET & RUGS
WINDOW SHADES
Guaranteed Installation

1 Mile So. of Atascadero on Hiway 101
PHONE ATASCADERO 168-M

BUTANE and PROPANE
Sales & Service

SERVEL GAS REFRIGERATORS
DAY & NIGHT
MISSION
&
RUUD WATER HEATERS

Westing house Water Heaters Ranges Laundro-mats

Wedge-wood Stoves Tappan Ranges

Commercial & Home Service
DEARBORN SPACE HEATERS
COLEMAN FLOOR FURNACES

CallUs for Prompt Service **ATASCADERO 151**

Louis & Iva Marx, *Props.*
SAN LUIS BUTANE
DISTRIBUTORS
NORTH HIGHWAY 101 ATASCADERO

&
Incidentally

Prompt answering of a telephone's ring is thoughtful, courteous—and good business.

THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY

Linoleum—Retail—(Cont'd)

Grover Home Supply
825 Grand Av.....Aroyo Grande 150-F-4
HEATON R C CO 803-13th.....Pso Robls-29
JONES R C R S Hwy.....Atascadero 168-M
(See Advertisement This Page)
McMAHAN FURNITURE CO
855 Marsh.....Sn Luis Obspo 1573
WHITAKER'S FURNITURE
1301 Broad.....Sn Luis Obspo 1006
YOURS & MY FURNITURE STORE
1127 Broad.....Sn Luis Obspo 942
ZEGAR FURNITURE STORE
840 Monterey.....Sn Luis Obispo 85
(See Advertisement Preceding Page)

Liquefied Petroleum Gases

Butane Service of Atascadero
N Hwy.....Atascadero 151
Farmer's Butane Service Ocean Av...Cayucos 2711
FRANSCIONI BUTANE SALES & SERV
2801 Spring.....Pso Robls 343
GARDEN CITY BUTANE SERVICE
Hwy 1.....Cayucos 2842
SAN LUIS BUTANE DISTRS
N Hwy.....Atascadero 151
(See Advertisement This Page)

Liquor Stores

BAY'S LIQUOR STORE
OPEN 'TIL 8 P. M.
INCLUDING SUNDAY
BEER - WINES
FINE LIQUORS
728 Marsh .....Sn Luis Obspo 1539

BLACK & WHITE LIQUOR STORE
1244 Pine.....Pso Robls 611
BROWN & DOYLE LIQUOR STORE
1026 Morro.Sn Luis Obspo-2507-W

EL CAMINO LIQUOR STORE
IF YOU ARE A CONNOISSEUR OF
FINE LIQUORS
We Can Bring a Twinkle to Your Eyes
Free Delivery Anywhere in San Luis Obispo
You Will Know the Quality Is Tops
If Your Selection Is Made Here
960 Monterey.....Sn Luis Obspo-1821

Ernie's Liquor Store
1256 Monterey.....Sn Luis Obspo 1434-W

FORNEY'S LIQUORS
BEER - WINE
All Kinds of Mixers
WINTER HOURS: 8 A. M. TIL 8 P. M.
SUMMER HOURS: 8 A. M. TIL 9 P. M.
COMPLETE VARIETY STORE
Across from Oceano Pkg Co.
Oceano.....Aroyo Grnde 436-F-4

FRANK'S CAFE 645 Higuera....Sn Luis Obspo 2158
FRANK'S LIQUOR STORE
1019Chorro.Sn Luis Obspo-1022
FRED'S PLACE Oceano.....Aroyo Grnde-230-F-13
Highway Liquor Store Price & Pismo.Pismo Bch 306-J
Hoon's Liquor Store Dollar Hotel Bldg..Pso Robls-714
IDAHO CLUB 500 Cypress.....Pismo Bch 161
J & M LIQUOR STORE
1118 Morro.....Sn Luis Obspo 1458
(Continued Next Page)

Plan your shopping with the Classified Telephone Directory.

Liquor Stores—(Cont'd)

LEIDIG'S MARKET
A Complete Line of
DOMESTIC & IMPORTED WINES
The Finer Brands of
BOURBON - SCOTCH
CANADIAN WHISKEY
CORDIALS - LIQUEURS & MIXERS
447 Higuera.....Sn Luis Obspo 491-W

MAC'S LIQUOR STORE
Complete Line of Nationally Advertised
CORDIALS - LIQUEURS
BOURBON - SCOTCH - CANADIAN
WHISKEY - TOBACCOS - CIGARETTES
N Hwy.....Atascadero 384-W
2816 Spring.....Pso Robls 518-W

Mac's Liquor Store 2816 Spring....Pso Robls 518-W
OCEAN VIEW TAVERN Avila...Sn Luis Obspo 8-J-3

OCEANA THE
DOMESTIC WINES
FINER BRANDS OF
SCOTCH - BOURBON
CANADIAN WHISKEY
LIQUEURS - CORDIALS & MIXERS
8 AM-12 PM WK DAYS - SATS 10 AM-2 AM
Oceano .....Aroyo Grnde 404-F-22

OSOS LIQUOR STORE 1601 Osos..Sn Luis Obspo-42
PASO ROBLES INN LIQUOR MART
1107 Spring.Pso Robls-1023
PASO ROBLES LIQUOR STORE
Johnny Jordan&Al Casper Props
1240 Spring.....Pso Robls-197
Pergola Liquor Store 978 Morro...Sn Luis Obspo-755
RALPH'S INN 108 Branch.....Aroyo Grnde-51-W
REX'S PLACE AtascaderoHotel.....Atascadero-298

RYAN'S BEVERAGE STORE
ARROYO GRANDE
Deliveries Available
Eastern & Western Beer
Wines & Fine Liquors
NEWSPAPERS & MAGAZINES
106 Bridge.....Aroyo Grnde 104

Standard Liquor Store
875 Monterey.Sn Luis Obspo-1120
Waldorf Cafe 975 Osos.....Sn Luis Obspo-1002

Liquor Treatment—See Sanitariums

Liquor—Whsle

Glaser Bros 735 Marsh.....Sn Luis Obspo-1600
JORDANO'S INC 1321 Carmel...Sn Luis Obspo 1253
JUILLARD INC
228 Snta Barbara.....Sn Luis Obspo-1248
LAGOMARSINO'S WHOLESALE LIQUOR & WINES Osos & Higuera.....Sn Luis Obispo 187
Morganti L J Co 698 Higuera....Sn Luis Obspo-2440

The men and women in the Bell System are used to meeting emergencies, and they are trained and equipped to carry on in times of special need. For years they have known the test of fire, flood and storm. Always before them is the tradition that "the message must go through."

Livestock

BRYAN MEAT CO
Slaughter House.....Pso Robls 1250
Georgi Bros Willow Creek Rd.....Cayucos 2681
Molinari Leo Vachell Ln.....Sn Luis Obspo 311
OCEANO STABLES & AUCTION YARD
EVERY THURSDAY AT 1 P. M.
WE SELL AT AUCTION
ALL KINDS OF LIVESTOCK
13th & Wilmar
Oceano .....Aroyo Grnde 436-F-11
SAN LUIS TALLOW WORKS
Clark Field.....Sn Luis Obspo 2646-W
SUNICAL LAND & LIVESTOCK DEPT
Piedra Blanca Ranch.....Cambria 91
WITCOSKY FRANK
Buyers For Witcoskys Meats
101 Hwy.....Sn Luis Obspo 1534
WITCOSKYS' MEATS
See Our Ad Under Meat Whsle
101 Hwy.....Sn Luis Obspo 2123
Nite call Frank Bud Witcosky..Sn Luis Obspo 1534

Livestock Hauling

Jones Charles 1110 Olive.....Pso Robls 1332-W

Livestock Supplies—See Feed Dealers

Have you heard "The Telephone Hour" radio program recently? Guest artists of the music world bring you weekly programs of outstanding musical interest.

REPAIR IT

If the refrigerator, vacuum cleaner, sewing machine, washing machine or radio in your home isn't working properly, call a repair man now. You're sure to find one nearby if you—

LOOK IN THE
Classified
TELEPHONE SECTION

LOANS
LOANS
LOANS

MONEY TO LOAN
WE BUY, SELL AND EXCHANGE
DIAMONDS – GUNS – CAMERAS
BINOCULARS – WATCHES
Anything of Value
San Luis Jewelry and Loan
PHONE SAN LUIS OBISPO 2958-W
974A MONTEREY SAN LUIS OBISPO

For A Personal Loan YOUR Way—and *Fast!*
Phone or come to
Personal
FINANCE CO.
INCORPORATED
SANTA MARIA
2nd Floor over Woolworth's
117 SOUTH BROADWAY
(Toll) Call "Operator" for
SANTA MARIA 1765

You get prompt service at *Personal* because the YES MANager, and he alone, makes the decision on your loan. And it's "yes" to 4 out of 5.

You select most convenient payment plan. No co-signers needed. Get cash on salary, furniture, or car.

Nationwide Credit: Establish your credit at one *Personal* office and it is good at any *Personal* office coast to coast.

Why not phone or come in TODAY?

LONG TERM FARM MORTGAGES
PRODUCTION CREDIT ASS'N.
LOANS ON CROPS - LIVESTOCK AND DAIRY FARMS
San Luis Obispo 1386
NATIONAL FARM LOAN ASSOCIATIONS
Federal Land Bank 4% Loans
1123 GARDEN

for
Your Convenience
Directories for other cities are available in the Business Offices and at attended public telephone stations.

Loans
See also Financing
Guarantee Bldg-Loan Assn
1127Garden.Sn Luis Obspo-362
MERCANTILE ACCEPTANCE COMPANY
994Monterey.Sn Luis Obspo-994
NATIONAL FARM LOAN ASSNS
1123 Garden.....Sn Luis Obspo-1386
(See Advertisement Opposite Page)
PERSONAL FINANCE CO Drexler-Gibson Bldg
Santa Maria (Toll) Call
"Operator" for.....Santa Maria 1765
(See Advertisement Opposite Page)
SAN LUIS JEWELRY & LOAN CO
974A Monterey.....Sn Luis Obspo 2958-W
(See Advertisement Opposite Page)

Loans–Real Estate
See Loans; also Banks; also Building & Loan Associations; Etc

Lockers–Frozen Food
See Frozen Food Lockers–Renting

Locksmiths
PISMO CYCLERY & LOCK SHOP
468 Price.....Pismo Bch 338-W
(See Advertisement This Page)
Smith O S 1225 Park.....Pso Robls-40-W
STRADER C R 1131 Garden..Sn Luis Obspo 984-W
(See Advertisement This Page)

Lodges–See Associations

Lodging Houses–See Rooming Houses

Lubricating Oils–See Oils–Lubricating

Luggage–Retail
BENO'S
AIRPLANE LUGGAGE
TRUNKS - FOOT LOCKERS - ETC.
Between Higuera & Monterey
1019 Morro.....Sn Luis Obspo 620

Lumber–Commission
CLAYTON H C
Hardwood Floors-Carload Lots
612-30th.....Pso Robls 170-J

Lumber–Retail
Baxter Lumber & Building Materials
Grand Av.....Aroyo Grnde 240-F-12
(Continued Next Page)

STRADER'S
KEYS MADE
SAFES OPENED

MOSLER
SAFES AND CHESTS
ALL TYPES OF SPORTING GOODS
For Day or Nite Service
Call **San Luis Obispo 984-W**
1131 GARDEN ST.

KEYS MADE TO ORDER
SAFES OPENED & REPAIRED
COMBINATIONS CHANGED
BICYCLES SALES & SERVICE
24-Hour Service
Call Pismo Beach 338-W
Pismo Cyclery & Lock Shop
468 Price Pismo Beach

SOUTHERN PACIFIC MILLING CO.
Since 1885
LUMBER
Millwork
Building Materials
Transit-Mix
Asphaltic Concrete
Rock - Sand - Gravel

Cambria	29
Morro Bay	2601
Oceano-Arroyo Grande	68-F-2
Paso Robles	433
San Miguel	18
San Luis Obispo	2200

PACIFIC COAST LUMBER CO.

OF CALIF.

Since 1876

Lumber

PAINT - HARDWARE
PIPE, ROOFING MATERIALS
OILS, WALLBOARD, CEMENT
STUCCO

Telephone

San Luis Obispo 1420

MAIN YARD
271 Higuera St.
General Offices
133 High San Luis Obispo 1268
ARROYO GRANDE YARD
410 Branch - Arroyo Grande 33
PISMO YARD - 101 HIGHWAY
Pismo Beach 310-R
GROVER CITY YARD - GRANDE AVE & 20TH
Arroyo Grande 430-F-2

NIPOMO LUMBER COMPANY

F. B. Rynner L. V. Stapp

WHOLESALE & RETAIL
LUMBER

- Building Materials
- Murphy Paints
- Roofing Materials

A COMPLETE BUILDER'S HARDWARE

- Hardwood Floors
- Siding
- Nails - Posts - Wire
- Fence

101 Highway
NIPOMO 2722

Lumber–Retail (Cont'd)

BRISCO MILL & LUMBER CO
101 Hwy.....Aroyo Grnde 238-F-2
BUILDERS MARKET
Everything For The Builder
Ocean Av.....Cayucos 2311
BUILDERS MARKET 1115-13th.....Pso Robls-277
COSTA J M & SON
LUMBER WHSLE. & RETAIL
Fir - Pine - Redwood
DOORS - WINDOWS - PLYWOOD
ROOFING - CEMENT - HARDWARE
WE DELIVER ANYWHERE
1½ Miles N. of Morro Bay on Hwy No. 1
Morro Del Mar.....Morro Bay 2957
Fox Lumber Co Snta Lucia Av.....Atascadero 16
HAGLE-DeCOU LUMBER CO
SHighway.Atascadero-43
HAYWARD HOMER T LUMBER CO
12th&Riverside.Pso Robls-73
MADONNA LUMBER CO
581 Higuera.....Sn Luis Obspo 99
Mineau & Loomis Lumber Co
405 Branch.Aroyo Grnde-262
NIPOMO LUMBER CO
101 Hwy.....Nipomo 2722
(See Advertisement This Page)
NORTHERN REDWOOD LUMBER & CABINET CO
Specializing In Redwood
Lee.....Cambria 75-J
Pacific Coast Lumber Co
101 Highway.....Pismo Bch 310-R
Pac Coast Lumber Co Of Calif
410 Branch.....Aroyo Grnde-33
Pacific Coast Lumber Co Of Calif
Grover City.....Aroyo Grnde 430-F-2
PAC COAST LUMBER CO OF CALIF
Sales Office & Yard
271 Higuera.....Sn Luis Obspo 1420
Manager's Office 133 High....Sn Luis Obspo-1268
(See Advertisement This Page)
San Luis Mill&Lumber Co
246Higuera.Sn Luis Obspo-624
Southern Pacific Milling Co
Oceano.Aroyo Grnde-68-F-2
Southern Pacific Milling Co.....Cambria-29
Southern Pacific Milling Co 5th.....Morro Bay-2601
Southern Pacific Milling Co Pine.....Pso Robls-433
(See Advertisement Preceeding Page)
SOUTHERN PACIFIC MILLING CO
Snta Barbara Av.Sn Luis Obspo-2200

Why not check into the sales-building possibilities of the Yellow Pages? Call our nearest Business Office for information on Classified Directory advertising.

WHEN AN
EMERGENCY ARISES
The convenient and quick way to locate someone in the immediate neighborhood is to
LOOK IN THE
Classified
TELEPHONE SECTION
Tells "Where To Buy It"

Machine Shops

BILLINGS HENRY MACHINE SHOP
1040-13th.....Pso Robls 1306
CUENDET F
BLACKSMITH
AND
MACHINE SHOP
General Machine Work - Welding
Specializing in Heavy Hardware
1304 Railroad.....Pso Robls-130-J
RATLIFF FRED P
Heavy Duty Machine Work
1243 Monterey.....Sn Luis Obspo 1199
WARDEN MACHINE SHOP
424 Higuera.....Sn Luis Obspo 271
(See Advertisement This Page)

Machinery

See also Specific Kinds, i.e., Laundry Equipment; Woodworkers' Equipment & Supplies; Etc

EBY MACHINERY CO THE
Woodworking Machinery New & Used
2635 Peralta Oakland
(Toll) Call "Operator" for....Templebar 2-8687

Marine Supplies

MISSION RADIO CO
Marine Radio-Sales & Service
882 Monterey.....Sn Luis Obspo 2400
MORRO BAY MARINE SUPPLY
BOATS
MARINE SUPPLIES
SHIP CHANDLERS
CATERING TO SPORT & COMMERCIAL FISHERMEN
Marine Paints
5th & Morro.....Morro Bay 4461

Markets

Baker & Roberts 839 Marsh.....Sn Luis Obspo-21
BATAAN GROCERY
MAX LAGAO - Owner
Complete Line of Groceries
FRESH MEATS
Fruits and Vegetables
BEER & WINE
138 Higuera .....Sn Luis Obspo 3157
Bercutt's Drive-In Market 2105 Spring.Pso Robls-313
Berkemeyer Market 1021 Chorro....Sn Luis Obspo-8
BIRKS & BIRKS SERVICE.....Cambria 95-M
Bryan Meat Co 1307 Park.....Pso Robls-456
California Market 632 Price.....Pismo Bch-1
COMMERCIAL CO THE
303 Branch.....Aroyo Grnde 202
Cooper's Grocery 1638 Osos.....Sn Luis Obspo 463
Cox's Drive-In Market .....Aroyo Grnde 240-F-2
Donoho Bros Market 2927 Spring.....Pso Robls 1024
Drew Chas C 401 High.....Sn Luis Obspo 1602
Erich's Market 2611 Spring.....Pso Robls 1085-R
FAIR OAKS GROCERY
Grand & Halcyon.....Aroyo Grnde 236-F-12
FORD'S MARKET
801 Dolliver.....Pismo Bch 61
Frank's Grocery 845 Main.....Morro Bay 2771
G I Market 360 Dolliver.....Pismo Bch 308
Grover City Market Grover City..Aroyo Grnde 144-F-4
Hibbard&Co 721-12th.....Pso Robls-256
LEIDIG'S MARKET
447 Higuera.....Sn Luis Obspo 491-W
LOY'S MARKET 3d & Main.....Templtn 2311
MARGARITA MERCANTILE CO.....S Margrita-30

Markets–(Cont'd)

Morris Market 2044 Spring.....Pso Robls 409
Orcutt Market 835-12th.....Pso Robls-180
Orcutt Meat Market 835-12th.....Pso Robls-15
P I MARKET
Meat-Fish-Groceries-Fruits&Vegetables
238 Ocean Vw Wy.....Pismo Bch 62
PIONEER DRIVE-IN MARKET
Morro&Marsh.Sn Luis Obspo-1825
San Luis Market Morro & Marsh....Sn Luis Obspo-61
Santa Rosa Street Market
Mill&Snta Rosa.Sn Luis Obspo-326
SAUER A CO
COMPLETE LINE OF GROCERIES
Garden Fresh Fruits & Vegetables
SELECT MEATS - BAKERY SHOP
FROZEN FOODS
848 Monterey.....Sn Luis Obspo 27
SEITZ PRODUCE CO
See Ad Under Poultry Dealers Whsle
Coromar Av.....Atascadero 295-J
Smith's Drive-In Market 2105 Spring..Pso Robls 313
Smith's Meat Market Traffic Wy.....Atascadero-90
Soto's Meat Market.....Cambria-19
THREE CORNER GROCERY
1609 Johnson.....Sn Luis Obspo 610-J
United Meat Market 714 Higuera.Sn Luis Obspo-1780
Wright Food Mkt
Baywood Park.....Sn Luis Obspo 26-R-2

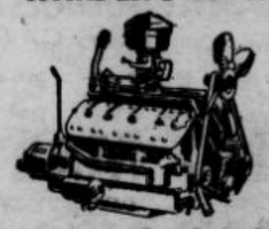
Markets–Meat–See Meat–Retail

Massage

Beck Walter H 518 Ocean Vw.....Pismo Bch-160
CASPERS BEAUTY SALON & MASSAGE
Swedish Massage & Steam Cabinet Baths
515 N Broad.....Sn Luis Obspo 1102-W
HALL W A.....S Margrita 26 W
Nevins A J 840-11th.....Pso Robls 619
PASO ROBLES HOT SULPHUR SPRINGS
See Our Advertisement Under Baths
840-11th.....Pso Robls 619
Sycamore Mineral Springs
Masseurs & Masseuses
Avila Rd.....Sn Luis Obspo-8-J-12
WALKER EARL T
Modern Chiropractics-Colonic Irrigations
1947 Spring.....Pso Robls-754
Zwickel Abraham 538 Cypress...Pismo Bch 304-M

Have you heard "The Telephone Hour" radio program recently? Guest artists of the music world bring you weekly programs of outstanding musical interest.

WARDEN'S MACHINE SHOP



- Motor Rebuilding
- Bearing Resizing
- Reboring
- Crankshaft Grinding
- Valve Refacing & Reseating

LATHE WORK

Phone **San Luis Obispo 271**
424 Higuera San Luis Obispo

Maternity Apparel

BILLIE'S TOY & BABY SHOP

MATERNITY DRESSES & SLACKS
NU-LIFT MATERNITY SUPPORT
SHO-FORM BRASSIERE
LINGERIE

766 Higuera.....Sn Luis Obspo 2628-W

Mattresses–Renovating

San Luis Sterilization&Mattress Co
Buchon&High.Sn Luis Obspo-405
(See Advertisement This Page)

Mattresses–Retail

ART MESQUIT COMPLETE HOME FURNISHINGS
Simmons-Rome-Karpen
Bridge & Branch.....Aroyo Grnde 122
Atascadero Home Furnishings
Highway .....Atascadero 484-W
HEATON R C CO 803-13th.....Pso Robls-29
San Luis Sterilization & Mattress Co
Buchon & High.....Sn Luis Obspo-405
WALKER'S SECOND HAND STORE
1115 Broad.....Sn Luis Obspo 2219
Whitaker's Furniture
1301 Broad.....Sn Luis Obspo 1006

Mausoleums

Odd Fellows Cemetery & Mausoleum
Highway.Sn Luis Obspo-960

Meat Lockers

See Frozen Food Lockers–Renting

Meat–Retail

Bryan Meat Co 1307 Park.....Pso Robls-456
C H B Meat Market
661Higuera.Sn Luis Obspo-1560-W
COMMERCIAL CO THE
303 Branch.....Aroyo Grnde 202
DONOHO BROS MARKET
2927 Spring.....Pso Robls 1024
Frank's Grocery 845 Main.....Morro Bay 2771
G I Market 360 Dolliver.....Pismo Bch 308
Hibbard & Co 721-12th.....Pso Robls 128
Kampmann's Market.....Cambria 33
Ocean View Meat Market
Ocean Av.....Cayucos 4221
Quality Meat Market
742 Higuera.....Sn Luis Obspo 914
RANCH MARKET
90 Higuera.....Sn Luis Obspo 3197-W
Santa Rosa Street Market
Mill&Snta Rosa.Sn Luis Obspo-326
Sheffield's Grocery S Highway.....Atascadero 299
SMITH ARTHUR R 2630Broad..Sn Luis Obspo-1532
Smith's Meat Market Traffic Wy.....Atascadero 90
UNITED MEAT MARKET
714Higuera.Sn Luis Obspo-1780
Wilkinson Paul 120Branch.....Aroyo Grnde-205
Wise's Meat Market 922 Price.....Pismo Bch 165-W

Meat–Whsle

Berkemeyer Market
1021 Chorro.....Sn Luis Obspo 8
(See Advertisement Opposite Page)
BRYAN MEAT CO
Santa Maria To King City
Slaughter House.....Pso Robls 1250
(Continued on Pages 75 & 76)

Telephone service is one of the unifying forces of the nation.

MATTRESSES RENOVATED

ONE DAY SERVICE

Inner Springs - Box Springs - Pillows
Our Specialty
COMPLETE FURNITURE UPHOLSTERING
FURNITURE MADE TO ORDER
UPHOLSTERY CLEANING
RUG & CARPET CLEANING

SAN LUIS STERILIZATION AND MATTRESS CO.
COUNTY-WIDE SERVICE
SAN LUIS OBISPO 405
BUCHON AND HIGH

WITCOSKYS' MEATS

New Location 2 Miles South of San Luis Obispo on 101

CUSTOM SLAUGHTERING - WHOLESALE MEATS
LIVESTOCK DEALERS

BEEF - VEAL - LAMB - PORK

PLANT
SAN LUIS OBISPO 2123
If No Answer Call 1534

P. O. BOX 250 SAN LUIS OBISPO

FOR BEST RESULTS WITH YOUR TELEPHONE

please . . .

Make sure of the number. If in doubt consult the Telephone Directory.

Speak with lips close to the mouthpiece, using your natural tone of voice.

And give the called person TIME to answer!

Thank You!

MEAT

WHOLESALE AND RETAIL

PHONE SAN LUIS OBISPO **8**

HAMS
BACON &
SAUSAGE
From our own Kitchen
State Inspected

BEEF, VEAL, LAMB & PORK

BERKEMEYER MARKET
1021 Chorro

Meat–Whsle–(Cont'd)

CATTANEO BROS
WHOLESALERS OF
Old Mission
HAM - BACON
AND SAUSAGE
We Cure Farmer Hogs
1021 Chorro.....Sn Luis Obspo 8
756 Alexander.....Sn Luis Obspo 3

SANLO WHOLESALE MEAT & COLD STORAGE CO 340 Higuera...Sn Luis Obspo 482

SCOTT DISTRIBUTING CO
Whsle Distributor for
LUER MEAT PRODUCTS
HOTEL AND RESTAURANT SUPPLIES
BEEF - PORK - VEAL - LAMB - HAM - BACON
WHOLESALE ONLY
725 Pacific.....Sn Luis Obspo 1442-J

WITCOSKYS' MEATS
101 Hwy.....Sn Luis Obspo 2123
(See Advertisement Preceeding Page)

Men's Furnishings-Mfrs

Troy Mfg Co 846 Higuera.....Sn Luis Obspo 867-J

Prompt answering is courteous and hospitable and helps to release the telephone equipment that much sooner. Telephone equipment throughout the nation is working to capacity these days.

CRESCENT DAIRY

Grade A Pasteurized - Homogenized
MILK - CREAM - BUTTER
Delivered Daily to Your Home
Or at Your Favorite Grocer
GOLDEN STATE MILK PRODUCTS
Telephone PASO ROBLES 110
1421 SPRING ST.

Men's Furnishings–Retail

BENO'S 1019 Morro.....Sn Luis Obspo 620
Denison & Hopkins General Merchandise
E Branch.....Aroyo Grnde 125
GENARDINI'S MENS WEAR
779 Higuera.Sn Luis Obspo-1362
Green Bros 871 Monterey.....Sn Luis Obspo-724
Hub The E Branch.....Aroyo Grnde-50
Lee's Men's Store Hwy.....Atascadero 357
RUMLEY'S DEPT STORE 5th.....Morro Bay 3251
Schulze Bros 782 Higuera....Sn Luis Obspo 364-J
SQUIRE'S MEN'S WEAR 745-12th.Pso Robls 151-W
STANIERE TOM 1016 Morro..Sn Luis Obspo 225-J
WICKENDEN'S 837 Monterey...Sn Luis Obspo-1511

Mercantile Agencies

See Credit Reporting Agencies

Metal Stamping

MODEL AIRPLANE MOTORS CO
2747 Shattuck Av Berkeley
(Toll) Call "Operator" for....Thornwall 3-1417

Milk & Milk Products

Crescent Dairy 1421 Spring.....Pso Robls 110
(See Advertisement This Page)
Domenghini Bros Hwy No 1.....Morro Bay-3906
GOLDEN STATE COMPANY LTD
570Higuera.Sn Luis Obspo-181
Harmony Valley Creamery Harmony..Cambria-6-Y-22
HARMONY VALLEY CREAMERY ASSOCIATION
991Nipomo.Sn Luis Obspo-1700
Hillcrest Farm.....Aroyo Grnde-216-F-5
Holt's Milk&Ice Service 550Pismo.....Pismo Bch-89
Home Dairy Co The
570 Higuera.....Sn Luis Obspo 181
Paso Robles Milk Products
13th&Riverside.Pso Robls-234
Royal Oaks Dairy
Verde Canyon Rd.....Sn Luis Obspo 6-J-3
Sinsheimer Bros Edna Rd.....Sn Luis Obspo 6-J-21
Willow Springs Dairy 138-17th.....Pso Robls 1303

Milliners–Retail

Carpentier Helen Millinery Shop
1037 Chorro.....Sn Luis Obspo 981
MOTZ STYLE SHOP
Margaret McNeil-Prop
856 Higuera.....Sn Luis Obspo-1054

Milling

Loomis E C & Son 147 High.....Sn Luis Obspo-1080

Millwork

PACIFIC COAST LUMBER CO OF CALIF
271 Higuera.....Sn Luis Obspo 1420
SAN LUIS MILL & LUMBER CO
246 Higuera.Sn Luis Obspo-624
SOUTHERN PACIFIC MILLING CO
Snta Barbara Av.Sn Luis Obspo-2200

Mining Companies

Dalessi Henry C 450Marsh.....Sn Luis Obspo-118
Essential Industries Inc.....Cambria 116-Y-3
Essential Industries Inc
Bk Of Amer Bldg.....Pso Robls 601

Ministers–See Clergymen

Behind your telephone today—and tomorrow—is the Spirit of Service. It has been demonstrated over the years by thousands of telephone men and women, in fair and stormy weather.

Mirrors–Retail

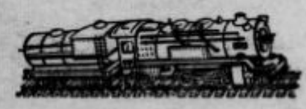
ART MESQUIT COMPLETE HOME FURNISHINGS
Bridge & Branch.....Aroyo Grnde 122
PASO ROBLES GLASS SHOP
609-22d.....Pso Robls 469
PEARSON GLASS SHOP
673 Higuera.....Sn Luis Obspo 1372

Model Construction Supplies

Engine House
480 Pacific.....Sn Luis Obspo 233-W
(See Advertisement This Page)
T N T Hobby Shop
737 Marsh.....Sn Luis Obspo 2380-W
(See Advertisement This Page)

You can find out "Where To Buy It" by looking in the Yellow Pages.

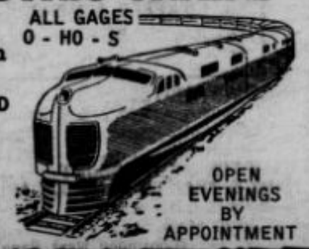
T N T
HOBBY SHOP



TRAINS
AIRPLANES - RACERS
BOATS

Metal - Leather - Shell - Plastic
Toys & Gifts for All Occasions
Hobbies for All Ages
PHONE
San Luis Obispo 2380-W
737 Marsh St.

ENGINE HOUSE
480 Pacific St.
ELECTRIC TRAINS
Lionel
American
Flyer
AUTHORIZED
REPAIR
SERVICE
Phone
San Luis
Obispo
233-W
ALL GAGES
0 - HO - S



OPEN
EVENINGS
BY
APPOINTMENT

Monuments–Retail

MATHEWS MEMORIALS & PLATING SERVICE
1 Higuera.....Sn Luis Obspo 717
(See Advertisement This Page)

Mortar–See Concrete–Ready Mixed

Moth Proofing

PARAMOUNT PEST CONTROL SERVICE
855 Monterey.....Sn Luis Obspo 2837

Motion Picture Equipment & Supplies

BELL & HOWELL
Photo & Sound Co Special Rep 116 Natoma S F
(Toll) call "Operator" for....EXbrook 2-2103
CAL PHOTO SUPPLY
692 Higuera.....Sn Luis Obspo 773
SHADOW ARTS STUDIO
Wickenden Bldg.....Sn Luis Obspo-431

Motion Picture Film Libraries

WESTERN FILMS
Wickenden Bldg.....Sn Luis Obspo 431

The men and women in the Bell System are used to meeting emergencies, and they are trained and equipped to carry on in times of special need. For years they have known the test of fire, flood and storm. Always before them is the tradition that "the message must go through."

MATHEWS MEMORIALS
ESTABLISHED 1918
Distinctive
Memorials — Markers
Lettering
QUALITY WORKMANSHIP
REASONABLE PRICES
1 HIGUERA ST.
SAN LUIS OBISPO 717

Motor Courts

Adams Court 1000 Dolliver.....Pismo Bch 150
Al Johnson's Court
317 Ocean View Av.....Pismo Bch 57-J
Appleton's Motor Lodge
2218 Spring.....Pso Robls 721
ATASCADERO MOTOR LODGES
South Highway.....Atascadero 243-J
AVILA COURT
18 MODERN UNITS
KITCHENS — SHOWERS
ELECTRIC HEAT
CLEAN & NICELY FURNISHED
TRAILER SPACE AVAILABLE
Avila.....Sn Luis Obspo 16-R-12
Bailey's Auto Court Main.....Pismo Bch 320
BAKER'S RESTWELL COURT
10 Modern Heated Units Kitchens-Showers
Sn Luis & Price.....Pismo Bch 105-W
BAY AUTO COURT
On The Bay
Completely Furnished For House Keeping
Morro.....Morro Bay 2931
BEAUTY SLEEP MOTEL
South Highway.....Atascadero 236-J
BEECHWOOD AUT-O-TEL
74 Higuera.....Sn Luis Obspo-911
BLUE BELL MOTEL S Hwy.....Sn Luis Obspo 2660
BLUE BIRD AUTO COURT
Kitchenettes-Furnace Heat
.....Cambria 76
Bragg Kenneth B 371 Pismo.....Pismo Bch 306-W
Buckland's 101 Auto Court 101 Hwy.Aroyo Grnde 127
CABRILLO MOTOR COURT
Kitchenettes-M F Harpster Mgr
6th & Morro.....Morro Bay 2321
CAMP FREMONT
Cuesta Grade.....Sn Luis Obspo 12-J-2
CASTLE MOTOR INN
35 MODERN CABINS
WITH OR WITHOUT KITCHENETTES
SHOWER OR BATH
CAFE
1½ Miles South
Highway 101.....Sn Luis Obspo 1918
CHAMBERLAIN'S BLUE & WHITE AUTO COURT
With Kitchens
Morro Del Mar.....Morro Bay 3922
CLIFTON MOTEL
Thermostat Heat Control In All Units
125 Spring.....Pso Rbls 1140

COZY CORNER MOTEL

14 Units
HOUSEKEEPING ACCOMMODATIONS
TRAILER PARK SPACE
CAFE & SERVICE STA. ADJOINING
On Hy. 101, So. End of Town
Mr. & Mrs. Martin A. Dammann, Owners
CALL ARROYO GRANDE 259
554 TRAFFIC WAY

Motor Courts—(Cont'd)

COTTAGE MOTEL
Servel Refrig-Tile Showers-Soft Water
2206 Spring.....Pso Robls 1153-W
COZY CORNER MOTEL
554 Traffic Wy.....Aroyo Grnde 259
(See Advertisement This Page)
Crawford's Motel
Ocean Dr & 101 Hwy.....Pismo Bch 203-W
CRESCENT PARK AUTO COURT
13 MODERN COURTS
KITCHENETTES
BARBECUE & PICNIC GROVE
PUBLIC LAUNDRY
MR. & MRS. A. C. DAWE - OWNERS
S Hwy.....Sn Luis Obspo 2705
Deibert's Cottages 527 Ocean View...Pismo Bch-315
DELL AUTO COURT 101 Hwy.....Atascadero 332
Don Vicente Motel 5th&Market.....Morro Bay-2371
EDGEWATER MOTEL
Dolliver & Wadsworth.....Pismo Bch 32-R
EL CAMINO AUTO LODGE
Modern Courts & Kitchenettes
N Highway.....Atascadero 238-J
Ellis Auto Court.....Sn Luis Obspo 8-R-2
EL REY HOTEL COURT
Mrs. Sallie W. Baker, Propr.
APARTMENTS & ROOMS
PERMANENT AND TRANSIENT
NEW AND MODERN
Morro.....Morro Bay 2381
Embassy Court 209-6th.....Morro Bay-2861
FARM HOUSE MOTOR HOTEL THE
425 Spring.....Pso Robls 933
Galli Court 326 Hinds.....Pismo Bch 52
GLEN OAKS GROCERY
Housekeeping Cabins-Grocery On Premises
S Highway.....Atascadero 377
Gotham Court 120 Ocean Vw Av....Pismo Bch 106-J
Grand View Auto Court
Morro Strand.....Cayucos 2586
Grandview Motel 2074 Monterey.Sn Luis Obspo 1451
GREEN & WHITE AUTO COURT
636 Spring.....Pso Robls 303
GROVE AUTO COURT N Highway.Atascadero 336-R
GROVER CITY COTTAGE MOTEL
7 SEPARATE UNITS
THREE ROOMS EACH
KITCHEN - BEDROOM
LIVING ROOM & BATH
PANEL RAY HEAT - NEATLY FURNISHED
MR. & MRS. FRED LEEPER - Owners
Grover City.....Aroyo Grnde 433-F-11
GROVER CITY MOTOR COURT
10 UNITS - ALL HOUSEKEEPING
Ocean View - Store Nearby
Showers - Inner-Spring Mattresses
PANEL RAY HEAT
O'KEEFE & MERRITT RANGES
1½ mies So. of Pismo Beach
Grover City.....Aroyo Grnde 293-F-4
HALF WAY MOTEL
25 Modern Heated 2 & 3 Room Units
Heated Cottages-So End Of Town
101 Hwy.....Pismo Bch 30
HAMPTON'S AUTO COURT.....Cambria 37
HANK'S TRAILER CAMP & CABINS
Henry D Butt-Owner
1100 Main.....Morro Bay 4161
(Continued Next Page)

Motor Courts—(Cont'd)

HASTA MANANA MOTEL
With Kitchens
South Highway.....Atascadero 168-W
Holmes Motel
4th & Piney Wy.....Morro Bay 3171
HOOSIER LODGE
Clean Modern Singles-Doubles
& Connected Bedrooms-Some Kitchens
2223 Spring.....Pso Robles 991-M
HOWIE'S AUTO COURT
652 Morro.....Sn Luis Obspo 2297-J
KENNY'S AUTO COURT
Trailer Accomodations
2841 Spring.....Pso Robls 334-W
KING'S REST MOTOR COURT
Trailer Park Available
Pomeroy.....Pismo Bch 78
KROVIOUS MOTEL
CALL AT ANY HOUR
2 Miles South of Pismo Beach
8 MODERN UNITS - SHOWERS
With or Without Kitchens
NICELY FURNISHED-PANEL RAY HEAT
101 Hwy.....Aroyo Grnde 445-F-2
Locust Grove Inn & Motel N Highway..Atascadero 155
Loma Vista Motel
101 Hwy.....Aroyo Grnde 445-F-3
Lone Pine Auto Court Grover City.Aroyo Grnde 148-F-2
MARTIN'S COURT
320 Ocean View.....Pismo Bch 213
MAR VISTA MOTOR LODGE
PISMO BEACH
12 MODERN UNITS
Neatly Furnished
GARAGES - SHOWERS - HEATED
6 WITH KITCHENS
Price & Bay.....Psmo Bch 152
McBURNEY'S MOTOR COURT & CAFE
Highway.....S Margrita 12
MIRAMAR COURT
D B Proctor Manager
287 Sn Luis Av.....Pismo Bch 60
MONTE VISTA MOTOR COURT
490 Pismo.....Pismo Bch 207
MORRO MOTEL
LOVELY MODERN MOTEL
8 NEW UNITS
Kitchens - Double Bedrooms
Garages - Complete Baths
8th & Main.....Morro Bay 4636
MORRO STRAND AUTO COURT
Modern Heated Cabins With Kitchens
.....Cayucos 4171
MOTEL INN Monterey.....Sn Luis Obspo 1340
MOTEL MARIANNA
Completely Modern Units-Tile Baths
730 Spring.....Pso Robls 417
Motel Pismo 101 Hwy.....Pismo Bch 313
MOTEL SCHWANK 2730 Spring..Pso Robls 1408-J
Motel Supreme 2400 Spring.....Pso Robls 955
Mountain Inn Autel Cuesta Grade..S Margrita-19-Y-2
NITE HAVEN COURT
12 MODERN UNITS
NICE & QUIET — JUST OFF HWY 101
Showers - Garages
Kitchens - Nicely Furnished
Doubles & Singles
W. F. Lienstad - Managing Owner
371 San Luis Av.....Psmo Bch 153-J

Motor Courts—(Cont'd)

OAKWOOD AUTO CAMP
Hans Larsen-Prop
N Highway.....Atascadero 229
Ocean View Court Morro Del Mar....Morro Bay 3929
OCEANO AUTO COURT
ALL UNITS
WITH KITCHEN & PRIVATE BATH
NEAR THE BEACH
Owned & Operated by Mort & Peggy Carley
3 Miles South of Pismo Beach by the Overpass
Box 183 Oceano
Oceano.....Aroyo Grnde 231-F-11
OCEANO BEACH AUTO COURT
Oceano.....Aroyo Grnde 402-F-14
OCEANVIEW MOTEL
MODERN PRIVATE BUNGALOWS
with Garages
ELECTRIC HEAT
CARL MARTIN - OWNER
1 Mi North of Pismo Beach
101 Highway.....Psmo Bch 43-Y-3
OLD MISSION MOTEL & CAFE
101 Hwy.....S Margrita 1
O'REILLY'S GOLDEN RULE SERV STA & AUTO COURT
18
MODERN UNITS
With or Without Kitchenettes
Monterey & Murray.....Sn Luis Obspo 545
Residence.....Sn Luis Obspo 2788
O'Reilly's Golden Rule Serv Sta & Auto Court
Monterey & Murray.....Sn Luis Obspo 545
PACIFIC MOTEL
Mr & Mrs H Kuden-Props
101 Hwy.....Sn Luis Obspo 1405-W
Park Auto Court 701-5th.....Morro Bay 3131
Paso Robles Auto Court 940 Spring....Pso Robls-88
Pereira D R Hwy.....Cayucos 2132
PISMO BEACH COURT
PISMO BEACH
12 MODERN UNITS
With Showers - Kitchens
and Automatic Heat
750 Dolliver.....Psmo Bch 107
Pismo Palisades Motel
North Hwy.....Pismo Bch 49-W
RANCHOTEL 1900 Monterey....Sn Luis Obspo 2333
Reid's Auto Court & Chevron Station
5th.....Morro Bay 8811
RENO MOTEL Morro Strand.....Cayucos 2781
Roberta Motel So Hwy.....Atascadero 455
ROLFS MOTEL 416 Spring.....Pso Robls 552
Rose Bowl Court 1575 Monterey..Sn Luis Obspo-647
ROYAL MOTEL
MR. & MRS. A. O. ELY
MOTEL & HOUSEKEEPING UNITS
NEW - MODERN
DAILY AND WEEKLY RATES
Panel-Ray Heat
101 Hwy.....Aroyo Grnde 434-W
(Continued Next Page)

Telephone service is one of the unifying forces of the nation.

Motor Courts—(Cont'd)

Rutkowski Chas C 931 Dolliver...Pismo Bch 188-W

SANTA MARGARITA INN
17 UNITS
With or Without Kitchenettes
REASONABLE RATES
RESTAURANT & COCKTAIL LOUNGE
IN CONECTION
EXCELLENT FOOD
Hwy .....Snta Margarita 21

Sea Breeze Motel 1180 Dolliver..Pismo Bch 164-W
SEASHORE MOTOR INN Hwy No 1..Cambria 42-R
Seaside Auto Court Hwy 1.....Cayucos 2542
SHANGRI-LA MOTEL
S Highway & Morro Rd.....Atascadero 136
Shangri-La Motel
Price & Wadsworth.....Pismo Bch 112
Shell Auto Court 1331 Price.....Pismo Bch 335-R
SHELL BEACH INN Hwy.....Pismo Bch 85
Shell Beach Motel 101 Hwy....Pismo Bch 435-Y-4
Shoreline Auto Court Hwy.....Cayucos 4211

SLEEP-OFF THE HI-WAY MOTEL
QUIET
Just Off U. S. 101 Hi-Way
SOUTH END OF SAN LUIS OBISPO
Inside City Limits
Reasonable Rates - Modern
Thermostatically Controlled Floor Furnaces
1000 South.....Sn Luis Obspo 791

SOUTHWARD MOTEL
14 Modern Units-Doubles Singles- Tile
Showers-Floor Furnaces-Fine Mattresses
3231 Spring.....Pso Robls 554

KEN'S
Indian Motorcycles
SALES & SERVICE

YOUR SAN LUIS OBISPO DEALER
We Stock the Following Models
- INDIAN 125
- ARROW
- SCOUT
- CHIEF

Parts & Accessories
PHONE SAN LUIS OBISPO
584
1266 Monterey
Shop Entrance on Essex Street
San Luis Obispo

Motor Courts—(Cont'd)

STAR AUTO COURT
Trailer Camp-Harvey Dearr-Prop
Pismo Hwy.....Sn Luis Obspo 872-W
Sunbeam Motel
1656 Monterey.....Sn Luis Obspo 924-W
SUNSET VIEW MOTOR LODGE.....Cambria 45-R
TEMPLETON AUTO COURT
Cafe in Connection
Highway .....Templtn 2661
Thompson's Auto Court
14 Modern-Heated Units Kitchenettes
3747 Spring.....Pso Robls 1516-W
Tower Motor Lodge 3111 Spring..Pso Robls 446-W
TRAVELODGE
One Of The Newest & Finest-Steam Heated
2701 Spring.....Pso Robls 304
Valley Court 284 Stimson Av.....Pismo Bch-184
WAVE COURT
On The Beach-Kitchens-Heat-Hot Water
150 Hinds.....Pismo Bch 9

Motor Freight Companies—Interstate

PACIFIC FREIGHT LINES
393 Marsh.....Sn Luis Obspo 1370

Motor Scooters

CUSHMAN MOTOR SCOOTERS—
KIMBALL TIRE CO
283 Higuera.....Sn Luis Obspo 758

Motor Trucks

See Trucks-Motor, Dealers Headings

Motorcycles

HARLEY DAVIDSON MOTORCYCLES—
SAN LUIS CYCLERY
1239 Monterey.....Sn Luis Obspo 876

INDIAN MOTORCYCLE SALES & SERVICE
Headquarters for new and used motorcycles. Authorized Indian service. Genuine Indian parts. Specially designed accessories, sports equipment and apparel.
Indian MOTORCYCLES

"WHERE TO BUY THEM"
BROWN JOE C 16th & Spring...Pso Robls 706
KEN'S INDIAN MOTORCYCLE SALES
1266 Monterey.....Sn Luis Obspo 584

Ken's Indian Motorcycle Sales
1266 Monterey.....Sn Luis Obspo 584
(See Advertisement This Page)
SAN LUIS CYCLERY
1239 Monterey.....Sn Luis Obspo 876

Moving Service—Heavy Hauling

See Trucking

A thoughtful party-line user answers her telephone bell promptly . . . places her own calls accurately, so that they do not have to be placed again . . . does not monopolize the telephone at the inconvenience of others . . . teaches children, too, the little telephone kindnesses . . . and when her telephone is not in use, sees that it is hung up.

Moving & Storage Service

BEKINS VAN LINES—
Paso Robles Van & Storage
5th & Riverside Av.....Pso Robls 705

BEKINS VAN & STORAGE CO AGENCY
1708 Beach.....Sn Luis Obspo 19
DENNIS TRANSFER 1824 Nipomo.Sn Luis Obspo 355
(See Advertisement This Page)
Eastman John H Transportation & Storage
N Highway.....Atascadero 171

LYON VAN LINES
ECONOMIZE
Let experts handle all details when you MOVE or STORE ANYWHERE IN THE WORLD
LYON
LET LYON GUARD YOUR GOODS
"FOR INFORMATION CALL"
DENNIS TRANSFER
1824 Nipomo.....Sn Luis Obspo 355

Lyon Van & Storage Co Agency
1824 Nipomo.....Sn Lius Obspo 355
Nearly New Furniture
1230 Osos.....Sn Luis Obspo 2092-W
Paso Robles Van & Storage
5th & Riverside Av.....Pso Robls 705
(See Advertisement This Page)
SANDERCOCK TRANSFER CO
1708 Beach.....Sn Luis Obspo 19

Moving & Storage Service Equipment

Dutro Co 837-31st Oakland
(Toll) Call "Operator" for.....Humboldt 3-0914

Mushrooms

Ford's Mushroom Farm Eaglet.....Atascadero-70-M

Music Dealers

BROWN'S MUSIC STORE
717 Higuera.....Sn Luis Obspo-1278
(See Advertisement This Page)
Harris Music Company
Band Instruments-Sheet Music & Records
995 Higuera.....Sn Luis Obspo 3024-J
Long E E Piano Co 777 Marsh.....Sn Luis Obspo-506
Wherrit Raymond 2297 Johnson Av.Sn Luis Obspo-943

Musical Boxes

OK MUSIC CO
1127 Monterey.....Sn Luis Obspo 703

Musical Instruments—Repairing

BROWN'S MUSIC STORE
717 Higuera.....Sn Luis Obspo-1278
Cole's O-Musical Instrument Shop
Baywood Park.....Sn Luis Obspo 24-R-13

Musical Instruments—Retail

BROWN'S MUSIC STORE
We Buy Musical Instruments
717 Higuera.....Sn Luis Obspo-1278

Navy Goods—See Army & Navy Goods

Make the Classified Telephone Directory your buying guide—it can save you time and effort.

MOVING
LOCAL and LONG DISTANCE
Storage
Crating
Packing
Shipping

Phone
San Luis Obispo **355**
1824 Nipomo, Sn Luis Obispo

MOVING & STORAGE
PACKING - SHIPPING - ANYWHERE
PASO ROBLES VAN & STORAGE
Phone
PASO ROBLES **705 or 657**
AFTER HOURS CALL PASO ROBLES 719-J
5TH & RIVERSIDE
AGENTS BEKINS VAN LINES

BROWN'S MUSIC STORE
"Everything Musical"

PIANOS
Bought-Rented-Sold
REPAIRING
Orchestra Instruments
Band Instruments
Record Albums
Phonograph Records
Sheet Music
717 Higuera
Phone San Luis Obispo **1278**

SHOP IN THE YELLOW PAGES
Whenever you want information about an article, a service or a certain business
LOOK IN THE
Classified
TELEPHONE SECTION

JACKSON'S
Country Club

DINE AND DANCE

Cocktail Lounge

COCKTAILS
MIXED DRINKS
CHOICE LIQUEURS

PISMO HIGHWAY

Telephone
SAN LUIS OBISPO 10-J-2

ANCHOR
"Showplace of the County"

EXCELLENT
SPANISH & REGULAR
DINNERS
STEAKS – CHICKEN
SHUFFLE BOARD
• COCKTAILS
OPEN EVERY NIGHT
12 P.M. 'TIL 12 A.M.

POMEROY
AT THE BEACH
(UPSTAIRS)
Phone Pismo Beach 345

News Dealers

American News Company
783 Marsh. Sn Luis Obspo-2199
Cummin's News Stand 431Cypress....Pismo Bch-311
Gibbs E E News Agcy
Los Angeles-San Francisco Newspapers
730-18th .....Pso Robls 307
Halterman's News Stand
821 Price.....Pismo Bch 155-W
Hi-Way News Agency
San Francisco Examiner-Chronicle-News
Los Angeles Examiner-Times-Herald
1218 Spring.....Pso Robls-337
St Clair's News Depot
1015Chorro. Sn Luis Obspo-152-J
San Luis News Agcy
987 Monterey.....Sn Luis Obspo 477
San Luis Obispo Telegram & Tribune Agcy
1523 Pine.....Pso Robls 1187

Newspapers

Atascadero News N Mall.....Atascadero-100
Press Advertiser Co 1212 Pine.....Pso Robls 802

Night Clubs

Anchor Pomeroy Av.....Pismo Bch-345
(See Advertisement This Page)

BONNIE'S PLACE
NIGHT CLUB
Dining & Cocktails
Dancing 8 P. M. to 2 A. M.
Delicious Chicken
Roasts & Steaks
101 Hwy .....Sn Luis Obspo 1912

Dantes 955 Higuera.....Sn Luis Obspo 2197
EL MAR CAFE 400 Cypress.....Pismo Bch 100
FOUNTAIN INN S 101 Hwy...Sn Luis Obspo 1090
JACKSON'S COUNTRY CLUB
Pismo Hwy.....Sn Luis Obspo 10-J-2
(See Advertisement This Page)
PEPPER INN Pismo Hwy.....Sn Luis Obspo 1965
PILOT WHEEL 179 Pomeroy Av....Pismo Bch 45
Woodchuck Inn 101 Hwy.....Atascadero 93

Notaries–Public

Clifford Insurance Agency 727-13th..Pso Robls 264-W
HYDE MURIEL S 1424 Spring....Pso Robls 1510
KENNEDY RALPH C 858 Marsh. Sn Luis Obspo-1900
Muller A V Wickenden Bldg.....Sn Luis Obspo-614
Renetzky Andrew 846 Higuera...Sn Luis Obspo-1033

Notions–Retail

Corner Store Main & Bridge.....Cambria 15
McGowan's Store Highway No 1.....Cambria 97-W

Novelties–Retail

West Coast Photo&Novelty Co
1650Palm. Sn Luis Obspo-2401

Nurseries–Day–See Day Nurseries

Would you like to get your share of business from customers in your neighborhood? Then why not advertise in the Classified Telephone Directory? You can call the business office of the telephone company and ask for the Directory Advertising Representative. He can help you plan an effective message.

Nurseries–Retail

Gray Mack Paso Robles.....Sn Miguel 9-F-24
Grover Gardens
12th & Grand Av.....Aroyo Grnde 144-F-13
Karleskint's Florist & Nursery
1422 Monterey.....Sn Luis Obspo 2060
(See Advertisement This Page)
LIVINGSTON PARK NURSERY
Paso Robles.....Sn Miguel 9-F-24
(See Advertisement This Page)
Paso Robles Nursery 213 Spring.....Pso Robls-545
Plummer Joe Home Nursery
115 Chorro.....Sn Luis Obspo 2995-W
San Luis Nursery Pismo Hwy...Sn Luis Obspo-320-W

Nurseries–Whsle

La Florina Gardens Farrel Rd..Aroyo Grnde 145-F-14

Nuts–Edible

CALIFORNIA ALMOND ORCHARDS INC
GROWERS - BUYERS
PROCESSORS - PACKERS
4th & Spring.....Pso Robls 400

FRENETTE'S SERVICE
Calif Fruit & Nut Packs
S Highway.....Atascadero 355-W
Slate Almond Co Adelaide Rd.....Paso Robls 218-W

Office Buildings

Bank of America Bldg Higuera Sn Luis Obispo
Carpenter Bldg 981 Monterey Sn Luis Obispo
Security First Natl Bank Bldg
793 Higuera Sn Luis Obispo
Warden Block Bldg 762 Higuera Sn Luis Obispo
Warden Jr Bldg 846 Higuera Sn Luis Obispo
Wickenden Bldg 1024 Chorro Sn Luis Obispo

Office Equipment

ART MESQUIT COMPLETE HOME FURNISHINGS
WOOD AND METAL
OFFICE FURNITURE
DESKS - CHAIRS - FILES - SAFES
LAMPS - SPECIAL EQUIPT. FOR THE OFFICE
Bridge & Branch.....Aroyo Grnde 122

Nelson Johnny Office Equipment Co
690 Higuera.....Sn Luis Obspo 228
TYPEWRITER SHOP THE
1014 Court.....Sn Luis Obspo 127
WALKER R G
Complete Line of Office Equipment
785 Marsh.....Sn Luis Obspo 681-W

Office Supplies

HILL'S STATIONERY STORE
OFFICE SUPPLIES
Business Forms - Loose Leaf & Bound Books
STATIONERY
Boxed Stationery - Portfolios
GREETING CARDS
Largest Selection in Town
1127 Chorro.....Sn Luis Obspo 1403

PASO ROBLES OFFICE SUPPLY
Office Machines & Furniture
608-12th.....Pso Robls 481-J

Oil Burners

Keene's Plumbing & Heating Serv
Ray & H C Little Burners Sales & Serv
3045 Park.....Pso Robls 655-J

Oil Land Leases

REID F A OIL INVESTMENTS
1105 Spring.....Pso Robls 1447

Oil Producers

ADAMS OIL CO Pismo Rd.....Sn Luis Obspo 417
Bishop Oil Co Edna Rd.....Sn Luis Obspo 15-J-13
Standard Oil of Calif
Marketing Dept 26th.....Pso Robls 852
Standard Oil Co of Calif Traffic Wy..Atascadero-38-J
Standard Oil Co of Calif.....Cambria-8
Standard Oil Co of Calif Estero Bay..Morro Bay-2611
Standard Oil Co of Calif
/ Hathway Av. Sn Luis Obspo-2316
Union Oil Company of Calif
Northern Division Pipelines
Pipeline Office 975 Morro....Sn Luis Obspo-372
Avila Pump Station Avila...Sn Luis Obspo-8-F-2
District Electrician
Tank Farm.....Sn Luis Obspo-4-F-12
District Foreman TankFarm.Sn Luis Obspo-4-F-4
District Storekeeper
Tank Farm. Sn Luis Obspo-4-F-11
Machine Shop Tank Farm..Sn Luis Obspo-4-F-3
Pump Station Tank Farm..Sn Luis Obspo-4-F-22
Refinery OceanoRd.....Aroyo Grnde-229-F-2
Shipping Terminal
Port Sn Luis. Sn Luis Obspo-8-F-3
Shandon Pump Station
Shandon .....Pso Robls-26-F-3
Santa Margarita Pump Station.S Margrita-2-J-3
Sales Division
San Luis Obispo Office
OrcuttRd. Sn Luis Obspo-64
Arroyo Grande Branch Allen..Aroyo Grnde-31
Cambria Office.....Cambria-46-W
Manager's Residence.....Cambria-46-R
Paso Robles Office 26th.....Pso Robls-658

LIVINGSTON PARK NURSERY

• Bedding Plants
• Garden Plants
• Shade & Fruit Trees
• Tree Surgery

San Miguel 9-F-24
Mack Gray - Prop.
5 Mi. No. of Paso Robles on Hwy. 101
RT. 1 - BOX 169-A

KARLESKINT'S
Florist & Nursery

BEDDING PLANTS - TREES
SHRUBS - INSECTICIDES
GARDEN SUPPLIES
LANDSCAPING - ROTOTILLING
LAWN PLANTING
PHONE SAN LUIS OBISPO 2060
1422 Monterey – San Luis Obispo

Oil Royalty Dealers

REID F A OIL INVESTMENTS
1105 Spring.....Pso Robls 1447

Oil Well Drilling

Superior Oil Co The 405-9th.....Pso Robls 1323

Oils–Asphalt & Road

Adams Oil Co Pismo Rd.....Sn Luis Obspo 417

Oils–Fuel & Heating

ASSOCIATED OIL CO
Osos & Marsh.....Sn Luis Obspo 727-W
B & M Delivery Service
10th & Salinas.....Pso Robls 612
Norwalk Co The 1088 Higuera...Sn Luis Obspo-1237
If no answer call.....Sn Luis Obspo-865
NORWALK GASOLINE CO
1528 Oak.....Pso Robls 1313
RICHFIELD OIL CORP 6th&Pine.....Pso Robls-418

SHELL HEATING OILS

THE RIGHT FUEL FOR EVERY BURNER
Industrial Fuel Oil
Light Fuel Oil
Diesel Fuel Oil
Furnace Oil and Stove Oil

"WHERE TO BUY IT"
PASO ROBLES
Shell Oil Co Inc Riverside.....Pso Robls 375
SAN LUIS OBISPO
Shell Oil Co Inc Poly Rd.....Sn Luis Obspo-98

SIGNAL OIL CO 1446 Spring.....Pso Robls 176-W
SIGNAL OIL CO 1262 Murray..Sn Luis Obspo 802

Oils–Lubricating

NORWALK CO THE
1088 Higuera.....Sn Luis Obspo 1237
(See Advertisement This Page)
Shell Oil Co Inc RiversideAv.....Pso Robls-375
Shell Oil Co Inc Poly Rd.....Sn Luis Obspo-98
Wasson J & M Co Vachell Ln....Sn Luis Obspo-1506

Optical Goods–Whsle & Mfrs

Optical Supply Co Tower Bldg...Sn Luis Obspo-2140

Why not check into the sales-building possibilities of the Yellow Pages? Call our nearest Business Office for information on Classified Directory advertising.

NORWALK GASOLINE CO.
J. B. DEWAR, Distributor
- Gasoline
- Diesel and Stove Oils
- Conoco Lubricating Oils and Greases
- Norwalk Oils & Greases
- V O Products

Offices — Telephones
1088 Higuera.....San Luis Obispo-1237
1528 Oak.....Paso Robles-1313

Opticians–Dispensing

BAZIN JOHN 846 Higuera.....Sn Luis Obspo 1308
MARSHALL'S JEWELERY STORE
790 Higuera.....Sn Luis Obspo 597
SAN LUIS OPTICAL DISPENSARY
MR. JOHN BAZIN Optician
Eye Physicians' Prescriptions
For Glasses
Promptly & Expertly Filled
REPAIRS & ADJUSTMENTS
Room 4
846 Higuera.....Sn Luis Obspo 1308

Optometrists

Clawson Albert 1114 Garden....Sn Luis Obspo-2012
DUNLAP HAZEL PETERSON
1221Park.Pso Robls-236
Dunlap Hazel Peterson
1029 Chorro.....Sn Luis Obspo 1297
Hedgpeth Myrtle 1535 Park.....Pso Robls 352
Heidker C N 213 Valley Rd.....Aroyo Grnde-278
Leupp Francis L 724-14th.....Pso Robls 72
Seger Charles E
1231A Garden.....Sn Luis Obspo 1863-J
If no answer call.....Sn Luis Obspo 2475-J

Ores–See Mining Companies

Orthodontists–See Dentists

Orthopedic Shoes–See Shoes–Retail

Osteopathic Physicians & Surgeons and Osteopathic Physicians

Hartwell Marion L.....Cambria 102-W
KELLEY DORSEY M 722 Marsh..Sn Luis Obspo-1483
Mills Maud S S Highway.....Atascadero-103
Skinner Robt L 1404 Broad..Sn Luis Obspo 487-W
Strahan L R 1108 Vine.....Pso Robls-327
If no answer call.....Pso Robls 213
WU H M 972 Snta Rosa.....Sn Luis Obspo 1750-W

Outboard Motors

EVINRUDE OUTBOARD MOTORS

Famed for starting ease, performance, advanced features. Complete range of models. Used outboards, warranted. Factory parts and expert service.

"WHERE TO BUY THEM"
PACIFIC ELECTRIC SERVICE
1619 Osos.....Sn Luis Obspo 1790

LAUSON AIR COOLED OUTBOARD MOTORS—
FARMER'S HARDWARE & EQUIP CO
581 Higuera.....Sn Luis Obspo 852

MERCURY OUTBOARD MOTORS

See the Mercury before you buy. Find out what a difference Mercury's exclusive "Full-Jeweled" power (roller and ball bearings) makes in performance and long service-free operation.
SALES . . . SERVICE

"WHERE TO BUY THEM"
FARMER'S HARDWARE & EQUIP CO
581 Higuera.....Sn Luis Obspo 852

Oysters

Morro Bay Oyster Co Morro Bay Blvd. Morro Bay-2491

Paint Dealers–Retail

ACME QUALITY PAINT & WALL PAPER STORE
Distributors for
KEM-TONE, KEM-GLO
ACME QUALITY PAINTS
PAINTERS SUPPLIES
862 Monterey ..... Sn Luis Obspo 3039

ATASCADERO HARDWARE TrafficWy.Atascadero-133

BOYSEN PAINTS

100% PURE
PAINTS
VARNISH
ENAMELS

"WHERE TO BUY IT"
DEALERS
BAXTER LUMBER & BUILDING MATERIALS
Grand Av.....Aroyo Grnde 240-F-12
SAN LUIS WALL PAPER & PAINT STORE
1126 Broad.....Sn Luis Obspo 1072-R

BUILDERS MARKET 1115-13th.....Pso Robls-277

DU PONT PRE-TESTED PAINTS—
FAIR OAKS SUPPLY
Grand Av.....Aroyo Grnde 416-F-12
REED'S PAINT & WALLPAPER CO
1121 Broad.....Sn Luis Obspo 1364-W

DUTCH BOY PAINTS, VARNISHES & ENAMELS—

Dutch Boy White-Lead
and
Dutch Boy Painter Products
manufactured by
NATIONAL LEAD COMPANY

"WHERE TO BUY THEM"
BUILDERS MARKET Ocean Av...Cayucos 2311
FARMER'S HARDWARE & EQUIP CO
581 Higuera.....Sn Luis Obspo 852
HOWARD & BATES
109 Branch.....Aroyo Grnde 84
NOE'S PAINT STORE
559 Cypress.....Pismo Bch 220-M

FULLER PAINTS—
HAMMOCK CHAS & SON PAINT SHOP
N Highway.....Atascadero 176
UNION HARDWARE CO
725 Higuera.....Sn Luis Obspo 43

GRISANTI HARDWARE Highway....Atascadero 580
HAGLE-DeCOU LUMBER CO
SHighway.Atascadero-43
Hammock Chas & Son Paint Shop
N Highway.....Atascadero 176
Happy Storm Sign Shop
13th & Newport.....Aroyo Grnde 261-F-2
HAYWARD HOMER T LUMBER CO
12th & Riverside.....Pso Robls 73
Johnson Paint Store Highway.....Atascadero 119-J

It is the policy of our company to render the most telephone service and the best, at the least possible cost to the public consistent with fair treatment of employees and reasonable return to the investors.

Paint Dealers–Retail–(Cont'd)

MURPHY COLOR-SCHEME PAINTS

Paints in 77 beautiful colors and literally hundreds of variations available to solve every painting requirement.

"WHERE TO BUY THEM"
ARROYO GRANDE
Pacific Coast Lumber Co of Calif
410 Branch.....Aroyo Grnde 33
ATASCADERO
HAGLE DE COU LUMBER CO
South Highway .....Atascadero 43
NIPOMO
NIPOMO LUMBER CO 101 Hwy..Nipomo 2722
PISMO BEACH
Pac Coast Lumber Co
101 Hwy.....Pismo Bch 310-R
SAN LUIS OBISPO
PACIFIC COAST LUMBER CO OF CALIF
271 Higuera.....Sn Luis Obspo 1420

Noe's Paint Store 559 Cypress.....Pismo Bch 220-M
OLD COLONY PAINTS—
GRISANTI HARDWARE Hwy...Atascadero 580

PABCO PAINTS—
COOPERATIVE FARMERS SUPPLY CO INC
1311 Park.....Pso Robls 344

Pac Coast Lumber Co Of Calif
410 Branch.....Aroyo Grnde-33
PASO ROBLES MERCANTILE CO
839-12th.Pso Robls-340

PITTSBURGH PAINTS—
SOUTHERN PACIFIC MILLING CO
Snta Barbara Av.....Sn Luis Obspo 2200

REED'S PAINT & WALLPAPER CO
"Make Your Paint Problems Ours"
EXCLUSIVE DEALER FOR
DUPONT PAINTS
IMPERIAL WASHABLE WALLPAPER
1121 Broad .....Sn Luis Obspo 1364-W

SAN LUIS WALL PAPER & PAINT STORE
1126 Broad.....Sn Luis Obspo-1072-R

SHERWIN-WILLIAMS PAINTS

World famous Paints, Varnishes, Enamels, Lacquers, and special products of Sherwin-Williams Research—KEM-TONE Miracle Wall Finish, LIN-X Wax and Polish, WEED-NO-MORE Weed Killer, PESTROY DDT Insect Killer.

"WHERE TO BUY IT"
BRISTOW'S HARDWARE
857 Monterey.....Sn Luis Obspo 41
FOX LUMBER CO
Santa Lucia Av.....Atascadero 16
GARDEN FARMS STORE
101 Hwy.....S Margrita 43
HEATON R C CO 803-13th.....Pso Robls 29

(Continued Next Page)

Have you heard "The Telephone Hour" radio program recently? Guest artists of the music world bring you weekly programs of outstanding musical interest.

Paint Dealers—Retail—(Cont'd)

TREASURE TONES & PREMIER PAINTS

Pre-harmonized Paints

Treasure Tones

"WHERE TO BUY THEM"
DEALER
Atascadero Hardware Traffic Wy..Atascadero-133

UNION HARDWARE CO
725 Higuera.....Sn Luis Obspo-43

Paint Dealers—Whsle

ACME QUALITY PAINT & WALL PAPER STORE
Distributors for
KEM-TONE, KEM-GLO
ACME QUALITY PAINTS
PAINTERS SUPPLIES
862 Monterey .....Sn Luis Obspo 3039

DU PONT AUTOMOBILE PAINTS—
UNIVERSAL AUTO PARTS CO
969 Monterey.Sn Luis Obspo-1418

QUAGLINO JAMES A BUILDERS SUPPLIES
DISTRIBUTORS OF
PABCO PAINTS
Santa Barbara & High..Sn Luis Obspo 1840

WESTERN STATES LACQUER & SYNTHETICS—
BROWN'S WALT ELECTRIC SERVICE
687 Pacific.....Sn Luis Obspo 97-W

WILBUR & WILLIAMS PRODUCTS—
PACIFIC MILL & MINE SUPPLY CO INC
526 Mission S F
(Toll) Call "Operator" for...Douglas 2-5921

Painters' Supplies

FARMER'S HARDWARE & EQUIP CO
581 Higuera.....Sn Luis Obspo 852
UNION HARDWARE CO
725 Higuera.....Sn Luis Obspo 43

Painting—Automobile

See Automobile Painting

ALL ROADS LEAD TO
RHODES
950 CHORRO
PAINTING & DECORATING
COMMERCIAL - INDUSTRIAL
SPRAY PAINTING
Free Estimates
Call San Luis Obispo 1397
G. F. RHODES, *Owner* SAN LUIS OBISPO

Painting Contractors

ALLTON LLOYD W 1746½ Park..Paso Robls 60-J
Clark Howard E 445 High.....Sn Luis Obspo-1025-W
Ferrari L J 127 W Branch.....Aroyo Grnde 20-W

KING J L
PAINTING
INDUSTRIAL & RESIDENTIAL
ESTABLISHED 1928
2005 Spring.....Pso Robls 1155-J

KING JACK
Contractor-Brush & Spray Work
North C.....Morro Bay 4231
Kleck Leon N Nyberg Hill.....Pso Robls 184-W

McCLURE DON
INTERIOR DECORATING
PAPERHANGING
GENERAL HOME & COMMERCIAL PAINTING
WE TAKE PRIDE IN OUR WORK
San Luis Rd.....Aroyo Grnde 37-W

MINSHULL JOHN F
Painting & Paperhanging
305-14th.....Pso Robls 426-W
Orvis Harry J 1034 Peach.....Sn Luis Obspo 1366
Palmer A L
Halcyon Rd.....Aroyo Grnde 141-F-22
RHODES G F 950 Chorro.....Sn Luis Obspo 1397
(See Advertisement This Page)
Rolle F J Oceano.....Aroyo Grnde 230-F-12

ROSS FRED D
PAINTING - PAPERING
Residential Interiors and Exteriors Only
"Particular Work for Particular People"
134 Harris.....Sn Luis Obspo-1354

Schellhase C E Morro Rd.....Atascadero 263-J
Winslow R H 420 Hollister.....Pismo Bch 47

Painting—Industrial

Kitto Arthur C Mamiceto Av.....Atascadero 499-J
RHODES G F 950 Chorro.....Sn Luis Obspo 1397

Pallets—Loading

See Millwork

Paper—Building—See Building Materials

Paper Dealers

JUILLARD-COCKCROFT
230 Snta Barbara Av. Sn Luis Obspo-93

Paper—Waxed—See Paper Dealers

Paper—Whsle—See Paper Dealers

Pastry Shops

See Bakers—Retail; also Pies—Pastry

Patent Attorneys & Agents

Johnson Ervin G Tribune Tower Oakland (Toll) call "Operator" for.....GLencourt 2-1900
Night Tel (Toll) call "Operator for.....Kellog 2-5621
White George B 1095 Market S F (Toll) Call "Operator" for.....Market 1-7065

Paving Materials

ROSELIP WALTER B
Ferrocarril Rd.....Atascadero 20
If no answer call.....Sn Luis Obspo 785

Peanuts—See Nuts—Edible

Pest Control

See Exterminating; also Termite Control

Pet Shops

HAZEL'S PET HOUSE
PET SUPPLIES OF ALL KINDS
Tropical Fish — Plants
Aquariums & Foods
Birds & Bird Equipment
Hazel Blanks—Managing Owner
1629 Johnson Av ....Sn Luis Obspo 962-W

Petroleum Products

General Petroleum Corp Of Calif
Plant & General Office Foothill Blvd & California Blvd.....Sn Luis Obspo-1880
Gutknecht Eugene A Main & Lee....Cambria 25-W

Phonograph Records—Retail

BROWN'S MUSIC STORE
717 Higuera.....Sn Luis Obspo 1278
EKEGREN'S HOME FURNISHINGS
420-5th.....Morro Bay 2792
House Of Appliance & Elec Sales & Service
1226 Park.....Pso Robls 1304
KRAMER'S 1325 Park.....Pso Robls 385
Long E E Piano Co 777 Marsh.....Sn Luis Obspo 506

Phonographs—Coin Operated

O K MUSIC CO
1127 Monterey.....Sn Luis Obspo 703
POLIN BURT W 974 Monterey...Sn Luis Obspo 2370
SAN LUIS AMUSEMENT CO
983 Chorro.....Sn Luis Obspo 66-W

Photo Finishing—Retail

CAL PHOTO SUPPLY
692 Higuera.....Sn Luis Obspo 773
CAMERA SHOP 1036 Chorro....Sn Luis Obspo 1748
Louis Photo Studio 1017 Chorro....Sn Luis Obspo 371
PHOTOGRAPHERS THE
1225 Spring.....Pso Robls 284-M
PICTURE SHOP THE
1371 Monterey..... ...Sn Luis Obspo 2703-W
Van's Studio Traffic Wy.....Atascadero 371

Photo Finishing—Whsle

Louis Photo Studio 1017 Chorro...Sn Luis Obspo 371
Picture Shop The
1371 Monterey..... ...Sn Luis Obspo 2703-W
Van's Studio Traffic Wy.....Atascadero 371

Photocopy Prints

Van's Studio Traffic Wy.....Atascadero 371

Photographers—Commercial

CAL PHOTO SUPPLY
692 Higuera.....Sn Luis Obspo 773
McLAIN STUDIO OF PHOTOGRAPHY
970 Chorro.....Sn Luis Obspo 2247
(See Advertisement This Page)
PHOTOGRAPHERS THE
1225 Spring..... .....Pso Robls 284-M
Shannon's Photo Service
1223 Riverside Av.....Pso Robls 536
STEVENS STUDIO
1232 Olive.....Pso Robls 1121
VAN'S STUDIO Traffic Wy.....Atascadero 371
Wilkins Studio 101 Hwy.....Atascadero 158

Photographers—Portrait

Arroyo Grande Photographic Studio
Fair Oaks.....Aroyo Grnde 151-F-4
Cal Photo Supply 842 Main.....Morro Bay 3351
Dixie Studio 131 Branch.....Aroyo Grnde 28-W
GAINSBOROUGH STUDIO
Exclusive Portrait Studio
864 Higuera.....Sn Luis Obspo 1541
LOUIS PHOTO STUDIO
1017 Chorro.....Sn Luis Obspo 371
McLain Studio Of Photography
970 Chorro.....Sn Luis Obspo 2247
PHOTOGRAPHERS THE
1225 Spring.....Pso Robls 284-M
Pismo Beach Photo Studio
570 Cypress..... Pismo Bch 220-R
Sears' Studio Highway.....Atascadero-258 W

(Continued on Pages 88 & 89)

McLain STUDIO of PHOTOGRAPHY
- AERIAL
- COMMERCIAL
- PUBLICITY
- WEDDINGS

Studio & Church
- BABIES
- PORTRAITS
- FAMILY GROUPS

CALL
SAN LUIS OBISPO
2247
Residence 1938-M
We Photograph
Any Thing - Anywhere - Any Time
970 CHORRO

PHOTOGRAPHS

FOR YOUR PICTURE
SEE
STEVENS
1232 Olive St. Paso Robles
PHONE PASO ROBLES 1121

CAMERA SUPPLIES

- Still Cameras & Accessories
- Movie Cameras & Projectors
- Dark Room Equipment
- Developing – Printing – Enlarging
- One Night Service

COMMERCIAL & PORTRAIT PHOTOGRAPHY

CAL PHOTO SUPPLY

– 2 STORES TO SERVE YOU –

692 HIGUERA ST.
SAN LUIS OBISPO 773

842 MAIN ST.
MORRO BAY 3351

Cameras

PHOTO SUPPLIES
DEVELOPING - PRINTING

KODAK - ARGUS - ANSCO
GRAFLEX

MOVIE CAMERAS & PROJECTORS
MOTION PICTURE SUPPLIES

THE CAMERA SHOP

Call San Luis Obispo
1748

1036 CHORRO ST.

CAMERA SUPPLIES

- PORTRAITS
- FAMILY GROUPS
- HOME PORTRAITS
- WEDDINGS
- SCHOOL PORTRAITS
- BABIES & CHILDREN
- PHOTOSTATS & PHOTOCOPIES
- COMMERCIAL

Developing & Printing
Overnight Service

STILL CAMERAS & ACCESSORIES
MOVIE CAMERAS & PROJECTORS
DARK ROOM EQUIPMENT

VAN'S STUDIO

CALL ATASCADERO 371

Traffic Way Atascadero

Photographers—Portrait—(Cont'd)

STEVENS STUDIO 1232 Olive.....Pso Robls 1121
(See Advertisement Page 87)
Van's Studio Traffic Wy.....Atascadero 371
WILKINS STUDIO
WEDDINGS - PETS
FAMILY GROUPS
COMMERCIAL PRINTING
101 Highway.....Atascadero 158

Photographic Equipment & Supplies—Retail

CAL PHOTO SUPPLY
842 Main.....Morro Bay 3351
CAL PHOTO SUPPLY
692 Higuera.....Sn Luis Obspo 773
(See Advertisement Opposite Page)
CAMERA SHOP 1036 Chorro....Sn Luis Obspo 1748
(See Advertisement Opposite Page)
Evans Camera Exchange
1428 Spring.....Pso Robls 442
SHADOW ARTS STUDIO
Wickenden Bldg.....Sn Luis Obspo 431
VAN'S STUDIO Traffic Wy.....Atascadero 371
(See Advertisement Opposite Page)

Physical Therapists

Greene Sanford M 870 Price.....Pismo Bch 190

Physicians & Surgeons M. D.

Amsel R
Eye Ear Nose & Throat
1114 Marsh.....Sn Luis Obspo 710
Residence 191 Kentucky....Sn Luis Obspo 2990
Barnes R O 1221 Park.....Pso Robls 1435
If no answer call.....Sn Luis Obspo 3135
Bearg Philip A
Pediatrics
990 Pacific.....Sn Luis Obspo 3041
Blair Edw
Surgery & Obstetrics
522-13th.....Pso Robls 75
Nights & Sundays call.....Pso Robls 75
If no answer call.....Pso Robls 231
Bossert Robt H 1305 Vine.....Pso Robls 50
If no answer call.....Pso Robls 50-R
Burnight E R 446 Hollister.....Pismo Bch 148
Butler W D
Eye-Ear-Nose & Throat
1126 Garden.....Sn Luis Obspo-196
Connelly Jas H 1221 Park.....Pso Robls 1435
Cookson H N 154 Traffic Wy.....Aroyo Grnde-100
County Health Dept 12th&Pine.....Pso Robls-547
Dick Delbert R 1305 Vine.....Pso Robls 50
Dunklee Geo K
Surgery
990 Pacific.....Sn Luis Obspo 3041
Elvin John H 241 Pomeroy Av.....Pismo Bch 330
French Edison A 1221 Park.....Pso Robls 1435
French Edison A
General Surgery
1170 Marsh.....Sn Luis Obspo 3135
If no answer call.....Sn Luis Obspo 2827
1221 Park.....Pso Robls 1435
French Geo O 1170 Marsh.....Sn Luis Obspo 3135
Gaebe L C
Internal Medicine
1215 Chorro.....Sn Luis Obspo 1782
Residence.....Sn Luis Obspo 2040
Gazin Albert 1221 Park.....Pso Robls 1435

Physicians & Surgeons M. D.—(Cont'd)

Gazin Albert
Radiology
1301 Chorro.....Sn Luis Obspo 2409
Gray Thomas J Main.....Cambria 107
Residence Phone.....Cambria 80-Y-13
Hagen Horace
Internal Medicine
1215 Chorro.....Sn Luis Obspo-1782
Residence.....Sn Luis Obspo 1773
Hagen Treadwell Sherman & Gaebe
1215 Chorro.....Sn Luis Obspo 1782
Kelker G D
Eye Ear Nose & Throat
6th & Pacific.....Cayucos 2111
Kennedy Chas R 522-13th.....Pso Robls-31
If no answer call.....Pso Robls-75
Kotin Paul
Internal Medicine
990 Pacific.....Sn Luis Obspo 3041
Maher Edward J
Internal Medicine
784 Marsh.....Sn Luis Obspo 2412
Residence.....Sn Luis Obspo 2643
McGarvey H Entrada Av.....Atascadero-116
Residence Sn Gabriel Rd.....Atascadero-46
Middleton Joseph G
Obstetrics & Gynecology
990 Pacific.....Sn Luis Obspo 3041
Oberson E C Marsh & Garden.....Sn Luis Obspo 244
Residence.....Sn Luis Obspo 619
Pearman R O
Surgery & Urology
1008 Palm.....Sn Luis Obspo-2822
If no answer call.....Sn Luis Obspo-1331
Perry Thomas K 6th & Main.....Morro Bay 3611
Ragsdale F F 1110 Vine.....Pso Robls 24
Residence.....Pso Robls 600
If no answer call.....Pso Robls 660
Ranson John R 1124 Garden.....Sn Luis Obspo-82
Schultz C E 749-6th.....Morro Bay-3361
Scow Jim
Office 717-12th.....Pso Robls 791
Residence.....Pso Robls 660
If no answer call.....Pso Robls 600
Sherman Edward C Jr
Obstetrics & Gynecology
1215 Chorro.....Sn Luis Obspo-1782
Residence.....Sn Luis Obspo 2043
Singleton Virginia A 1221 Park....Pso Robls 1435
Singleton Virginia A
Limited to Obstetrics & Gynecology
1170 Marsh.....Sn Luis Obspo 3135
Residence.....Sn Luis Obspo 2980
If no answer call.....Sn Luis Obspo 2827
1221 Park.....Pso Robls 1435
Smith Jas Barry 1405 Garden..Sn Luis Obspo 1411
Residence.....Sn Luis Obspo 1652
Sobey G L 1104 Vine.....Pso Robls 55-W
If no answer call.....Pso Robls 55-R
Swartout Hubert C
Bank Of Amer Bldg.....Aroyo Grnde 132-W
Treadwell R T
Surgery
1215 Chorro.....Sn Luis Obspo-1782
Residence.....Sn Luis Obspo 1062
Walters H S 759 Monterey.....Sn Luis Obspo 26-J
Walters Richard D Entrada Av.....Atascadero 142
If no answer call.....Atascadero 284
Werbel E W
Limited to Traumatic & General Surgery
1170 Marsh.....Sn Luis Obspo 3135
Residence.....Sn Luis Obspo 1784
If no answer call.....Sn Luis Obspo 2827
1221 Park.....Pso Robls 1435
Werbel Ernest W 1221 Park.....Pso Robls 1435
Wical Elvin A
Gen Medicine-Surgery-Obstetrics
1325 Chorro.....Sn Luis Obspo 246
Residence 976 Buchon.....Sn Luis Obspo 3130

(Continued Next Page)

Physicians & Surgeons M. D.—(Cont'd)

Wise Lewis A
Grand Av.....Aroyo Grnde 134-F-11
Woodbridge John H 1221 Park.....Pso Robls 1435
Woodbridge John H
Limited to Internal Medicine
1170 Marsh.....Sn Luis Obspo 3135
Residence.....Sn Luis Obspo 2798
If no answer call.....Sn Luis Obspo 2827
1221 Park.....Pso Robls 1435

Physicians & Surgeons—Osteopathic

See Osteopathic Physicians & Surgeons and Osteopathic Physicians

Pianos—Dealers

BROWN'S MUSIC STORE
717 Higuera.....Sn Luis Obspo 1278
Harris Music Company
Mason & Hamlin-Chickering & Wurlitzer
995 Higuera.....Sn Luis Obspo 3024-J

KIMBALL PIANOS—
LONG E E PIANO CO
777 Marsh.....Sn Luis Obspo 506

LESTER PIANOS—
LONG E E PIANO CO
777 Marsh.....Sn Luis Obspo 506

Long E E Piano Co 777 Marsh.....Sn Luis Obspo-506

Pianos—Tuning & Repairing

BROWN'S MUSIC STORE
717 Higuera. Sn Luis Obspo-1278

THORNE AL
PIANO TUNING
Repairing - Regulating - Demothing
Estimates Given
EXPERT WORKMANSHIP
GUARANTEED
1867 Fixlini.....Sn Luis Obspo 698

Picnic Grounds

Red Barn See Canyon. ....Sn Luis Obspo 18-R-12

Have you heard "The Telephone Hour" radio program recently? Guest artists of the music world bring you weekly programs of outstanding musical interest.

Additional Listings

... for the growing-up son or daughter, for the relative or friend who lives under your roof... what nicer thought than a separate listing in the Telephone Book?

Pies—Pastry

BRADLEY R H PIES 1804 Osos...Sn Luis Obspo 861
PEERLESS BAKERY
584 Higuera.....Sn Luis Obspo 319
Pine Crest Bakery Highway.....Cambria 75-R

Pipe Welding—See Welding

Planing Mills—See Millwork

Planographing—See Printers

Plant Food—Concentrated—See Fertilizers

Plasterers

Carlson Carl F 717 Walnut...Aroyo Grnde 431-F-5
Harsh F Elmer 1745 Pine.....Pso Robls 278-J

Plating

MATHEWS MEMORIALS & PLATING SERVICE
METAL PLATING OF ALL KINDS
Silver - Chromium - Nickel - Tin
Copper - Brass - Cadmium - Etc.
1 Higuera .....Sn Luis Obspo 717

Plumbers

Ace Plumbing & Supply Co
1032 Nipomo.....Sn Luis Obspo 2319-M
(See Advertisement Page 94)
BETTER PLUMBING CO
Jobbing Our Specialty
1126 Chorro.....Sn Luis Obspo-1383
BLAKE R 220-16th.....Pso Robls 1117
Burt Jas R Warwick.....Cambria 66
CANBY'S PLUMBING HEATING & APPLIANCES Grand Av...Aroyo Grnde 430-F-3
Cheda Archie A Foothill Blvd.....Sn Luis Obspo-707
Coalwell Plumbing 355-6th.....Morrow Bay 4911
COALWELL ROY 2029 Pine.....Pso Robls 1036-W
(See Advertisement Page 92)
COOK F D PLUMBER & ELECTRICIAN
1032 Pine. Pso Robls-1032
(See Advertisement Opposite Page)
(Continued on Pages 91, 92, & 93)

Rigid or flexible telephone conduit can be easily and quickly installed during construction of your new home. Be sure your plans specify built-in conduit.

To Find an Authorized
Sales and Service Dealer
When you want the "genuine" in a nationally-advertised product or service
LOOK IN THE
YELLOW PAGES
They Tell "Where to Buy It"

PLUMBING AND HEATING
REPAIRS
WE HANDLE ALL TYPES FIXTURES & SUPPLIES
Member of San Luis Obispo County Building Contractor's Association
Electrical Work
Paso Robles 1032
F. D. COOK
State Licensed Contractor

Nights call Paso Robles 23-F-2
1032 Pine
PLUMBER & ELECTRICAL CONTRACTOR

KEENE'S SERVICE
Heating Systems of All Kinds
PLUMBING HEATING
Plumbing Systems of All Kinds
Designing - Modernizing - Installing
Any Place - Any Time - Any Day
Complete Shop on Wheels - Serving All Communities and Farms
We Install STYLON Plastic Tile for Baths & Kitchens
H. C. Little Equipment - General Controls - Water Softeners
Radiant Heat - Hot Water Heaters - Air Conditioners
Fire Sprinkler Systems
We do Sheet Metal and Boiler Work of All Kinds
Vacuum Cleaning - Heating Systems - Chimneys
Member San Luis Obispo County Building Contractors' Association
3045 PARK
Day & Nite Call
Paso Robles 655-J

MODERN
PLUMBING

INDUSTRIAL
RESIDENTIAL
REMODELING
INSTALLATION

ALL WORK GUARANTEED

Mission & Hoyt Water Heaters

Member San Luis Obispo County Contractors' Association

PHONE
PASO ROBLES
143-W

CLYDE S. NANCE
STATE LICENSED CONTRACTOR
1701 RIVERSIDE

COALWELL PLUMBING CONTRACTORS
24-Hour Service
REPAIRING

PHONE PASO ROBLES
1036-W
Cesspool Service Pumped & Installed

Two Shops Conveniently Located to Serve You Anywhere in San Luis Obispo County

2029 PINE — PASO ROBLES
355-6TH ST. - MORRO BAY
PHONE MORRO BAY 4911

Plumbers—(Cont'd)

CRAIG F L SHEET METAL & PLUMBING
1224 Pine.....Pso Robls 130-W
(See Advertisement This Page)

DIXON HARRY E
PLUMBING & HEATING
Ask For Louis Furtado For Sheet Metal Work
Orcutt Rd.....Sn Luis Obspo-1682-M

Fuller J E Grover City.....Aroyo Grnde 144-F-3

HUGHES PLUMBING & REPAIR
361 Pismo.....Pismo Bch 74
(See Advertisement This Page)

KEENE'S PLUMBING & HEATING SERV
Member San Luis Obispo Co Contractors Assn
3045 Park.....Pso Robls 655-J
(See Advertisement Page 91)

Kurfess C A Highway.....Cambria 98-W

McBRIDE SHEET METAL WORKS
1023 Nipomo. Sn Luis Obspo-337
(See Advertisement This Page)

McKELVEY'S PLUMBING & HEATING
Highway.....Atascadero 394

NANCE CLYDE S
Member San Luis Obispo Co Contractors Assn
1701 Riverside.....Pso Robls 143-W
(See Advertisement Opposite Page)

RAMAGE W C BILL 621 High. Sn Luis Obspo 2386-W

Roberts Earl S 445-5th.....Morro Bay-2821

(Continued Next Page)

PLUMBING

HEATING
REPAIR WORK
ALL TYPES WATER HEATERS
• Housing Sewers
• Natural, L P Gas
and
Coroaire® Furnaces
PASO ROBLES 130-W
FRANK L. CRAIG
SHEET METAL & PLUMBING
Emergency Call 586-R — 1224 PINE

HUGHES PLUMBING AND REPAIR SERVICE

361 PISMO ST.
Phone Pismo Beach 74

McBRIDE Plumbing & Repairing

Hot Water Heaters
Floor Furnaces
Sheet Metal Work
Ventilators
Skylights
Drains - Gutters
Sinks
Phone
San Luis Obispo 337
Nights, Sundays & Holidays Call
San Luis Obispo
2217-J
1023 Nipomo — SAN LUIS OBISPO

PLUMBING

REPAIRS
INSTALLATION
FLOOR FURNACES
WATER HEATERS
A. J. SIMMONS
Member
San Luis Obispo County
Contractor's Association
24 Hours Call
Paso Robles 625-W
1221 Olive — Paso Robles

Plumbers—(Cont'd)

SHAMEL'S HARDWARE & PLUMBING SHOP.....Cambria 36
SIMMONS A J 1221 Olive.....Pso Robls 625-W
(See Advertisement Preceding Page)
SMEE'S PLUMBING & HEATING SHOP
1302 Osos. Sn Luis Obspo-766
Valley Sheet Metal Shop
Halcyon & Grand.....Aroyo Grnde 240-F-11
(See Advertisement This Page)
Willhoit A H
Member S L O County Contractors Ass'n
Hwy.....Templeton 2561

Plumbers' Supplies—Retail

ACE PLUMBING & SUPPLY CO
1032 Nipomo.....Sn Luis Obspo 2319-M
Al's Plumbing Supply
415 Cypress.....Pismo Bch 333-W
Huston Plumbing Supply 1338 Railroad. Pso Robls 361
Willhoit A H
Member S L O County Contractors Ass'n
Hwy.....Templeton 2561

Plumbers' Supplies—Whsle

SALINAS PIPE & SUPPLY CO 45 N Main Salinas
(Toll) call "Operator" for.....Salinas 6608
WORTHINGTON PLUMBING SUPPLY
WHOLESALE ONLY
DISTRIBUTOR FOR BULLDOG BRAND
COPPER WATER PIPE
PRODUCT OF PHELPS DODGE
1604 Morro.....Sn Luis Obspo 2289

PLUMBING

AND SUPPLIES
For Those Who Prefer to do Their Own Plumbing We Furnish All Fittings and Fixtures
Helpful Layout and Suggestions at No Obligation
Phone
San Luis Obispo 2319-M
If No Answer Call 2041-J
Ace Plumbing & Supply Co.
1032 Nipomo San Luis Obispo

Valley Sheet Metal Shop
PLUMBING - HEATING
B. I. HAWK A. P. HAWK
Member San Luis Obispo County Contr's Assn.
Furnaces
Water Heaters
Galvanized Tanks
Gutters - Drains
Sinks Restaurant
Sheet Metal Work
Retail Plumbing Supplies
FREE ESTIMATES
ARROYO GRANDE 240-F-11
HALCYON & GRAND

Podiatrist—See Chiropodists

Pop Corn—Whsle

Keystone Products Co 1127-57th Av Oakland
(Toll) Call "Operator" for.....Kellog 2-1671

Potato Washing & Grading

Kirschenmann Henry
Riverside Av.....Pso Robls 1438-W

Poultry Dealers—Retail

BARBA MIKE 1302-21st.....Pso Robls 1057-W
Bognar's Poultry Ranch
Fair Oaks.....Aroyo Grnde 228-F-2
Campodonico S V Guadalupe Rd.....Nipomo 2275
Close A A Grand Av & 14th....Aroyo Grnde 223-F-2
EAGLE POULTRY RANCH
RETAILING OF DRESSED
FRYERS - ROASTERS - HENS
AND FRESH RANCH EGGS
LOCATED JUST BEHIND BRICK YARD
OFF ORCUTT ROAD
Orcutt Rd.....Sn Luis Obspo 1682-R
Fox Richard K Elm.....Aroyo Grnde 44-F-2
Heathers Ray Oceano.....Aroyo Grnde 404-F-21
Henderson Merle Halycon.....Aroyo Grnde 135-F-3
Hessick Poultry S Highway.....Atascadero 251-W
Pierce Geo H S Highway.....Atascadero 109-W
RANCH MARKET
90 Higuera.....Sn Lius Obspo 3197-W
Roberts Lee Jr Coromar.....Atascadero-301-M
Stinson Poultry Service
241 Pismo.....Sn Luis Obspo 2404-J
SUNICAL LAND & LIVESTOCK DEPT
Piedra Blanca Ranch.....Cambria 91
Varley J R 704 Grand Av....Aroyo Grnde 440-F-3

Poultry Dealers—Whsle

BADER WM 12th & Riverside.....Pso Robls 298
(See Advertisement This Page)
Beecham Thos Fair Oaks.....Aroyo Grnde 228-F-3
Burdick E M
16th & Newport.....Aroyo Grnde 293-F-2
Calif Turkey Growers Assn Traffic Wy. Atascadero-166
Fagerbourg C B S 101 Hwy.....Nipomo 2291
(Continued Next Page)

Prompt answering is courteous and hospitable and helps to release the telephone equipment that much sooner. Telephone equipment throughout the nation is working to capacity these days.

POULTRY & EGGS

WHOLESALE DISTRIBUTOR & RECEIVER
PHONE
PASO ROBLES 298
WM. BADER
12TH & RIVERSIDE

Poultry Dealers—Whsle—(Cont'd)

HESSICK POULTRY
WHOLESALE DISTRIBUTOR
For
EGGS - POULTRY - TURKEYS
S Hwy.....Atascadero 251-W
SEITZ PRODUCE CO
RETAIL & WHOLESALE
CHICKENS - DUCKS - GEESE - TURKEYS
EGGS
FRUITS AND VEGETABLES
Coromar Av.....Atascadero 295-J
SUNICAL LAND & LIVESTOCK DEPT
Piedra Blanca Ranch.....Cambria 91

Poultry Equipment & Supplies

BECKER FEED & SEED CO
210 California Blvd.....Sn Luis Obspo 587
Farmer's Alliance Bus Assoc
Main Plant & Office 945 Riverside...Pso Robls-115
Plant No 2 6th & Riverside.....Pso Robls-724
McKeen's Hatchery
Laurel Lane.....Sn Luis Obspo 1452-M

Poultry Picking

Barba Mike 1302-21st.....Pso Robls 1057-W

Prefabricated Structures

LIVINGSTON E C CO 13th & Railroad..Pso Robls 22

Presswork—See Printers

Printers

Cambrian Press The.....Cambria-31
Herald Recorder 309 Branch.....Aroyo Grnde-21
HILL'S OFFSET PRINTING CO
1131 Chorro. Sn Luis Obspo-1727
Litho-Art Shop 1819B Osos..Sn Luis Obspo 3033-W
PASO ROBLES JOURNAL
R M Douglas
709-12th.....Pso Robls-362
PRESS ADVERTISER CO
T J Barry
1212 Pine.....Pso Robls 802
Preuss Press 981 Osos.....Sn Luis Obspo-1176
SHADOW ARTS STUDIO
Off Set And Letterpress
Wickenden Bldg.....Sn Luis Obspo-431
TELEGRAM PRESS
C C Colyer
1240 Morro.....Sn Luis Obspo 1399

Produce

See Specific Kinds, i.e., Eggs Headings; Fruits & Vegetables Headings; Poultry Dealers Headings; Etc

Public Stenographers

See Stenographers—Public

We hope that you enjoy our radio program, "The Telephone Hour," which is produced weekly for your pleasure and enjoyment — N.B.C., Monday evenings.

Publishers

ATASCADERO NEWS N Highway...Atascadero 100
Cambrian Press The.....Cambria-31
Hayes Ella
Book Publisher
440 Cypress.....Pismo Bch 106-W
Herald Recorder 309 Branch.....Aroyo Grnde-21
Paso Robles Journal 709-12th.....Pso Robls-362
Pismo Times 548 Cypress.....Pismo Bch 71
PRESS ADVERTISER CO
1212 Pine.....Pso Robls 802
Reporter The 971 Osos.....Sn Luis Obspo 3188
Sun The 5th & C.....Morro Bay 2652
Telegram-Tribune Co 1240 Morro..Sn Luis Obspo-900

Pumps

BERKELEY PUMPS
A SIZE FOR EVERY NEED
ONLY ONE MOVING PART
BERKELEY AUTOMATIC WATER SYSTEMS
"WHERE TO BUY THEM"
HEWITT H.....Templeton 2361
FAIRBANKS MORSE PUMPS—
FARMER'S HARDWARE & EQUIP CO
581 Higuera.....Sn Luis Obspo 852
FARMER'S HARDWARE & EQUIP CO
581 Higuera.....Sn Luis Obspo-852
GOULDS PUMPS—
COOPERATIVE FARMERS SUPPLY CO INC
1311 Park.....Pso Robls 344
JOHNSON TURBINE PUMPS—
WILDMAN J M INC
1139-13th.....Pso Robls 254
PACIFIC PUMPS
PUMPS FOR EVERY SERVICE
PACIFIC
Pumps for Every Industrial Use
Water Pressure and Irrigation Systems
"WHERE TO BUY THEM"
WILDMAN J M INC
1139-13th.....Pso Robls 254
Philpott George M Co 1160 Bryant San Francisco
(Toll) call "Operator" for.....HEmlock 1-5475
SHASTA PUMPS—
COOPERATIVE FARMERS SUPPLY CO INC
1311 Park.....Pso Robls 344
TOMASINI A E
PUMPS
WATER WELLS
JOHNSTON DEEP WELL PUMPS
Pressure Systems - Centrifugals
Sales & Service
Licensed Contractor
1922 Johnson.....Sn Luis Obspo-1424
Willhoit A H
Member S L O County Contractors Ass'n
Hwy.....Templeton 2561

Pumps—Repairing

Roach C L Windmill & Pump Repair Serv
515 Spring.....Pso Robls-413-W
Tomasini A E 1922 Johnson.....Sn Luis Obspo 1424

Radiator Repairing–Automobile
See Automobile Radiator Repairing

Radiators–Cooling
Claassen's Radiator Shop
1534 Spring.....Pso Robls 909-W

Radio Broadcasting Companies & Stations
K P I K BROADCASTING CO
1130 Garden.....Sn Luis Obspo 3171
K P R L Radio Station 32d & Vine.....Pso Robls 204
K V E C Radio Station
Hill Mtn Vw.Sn Luis Obspo-1100
Transmitter Morro Rd.....Sn Luis Obspo-702
S L O BROADCASTING CO
1130 Garden.....Sn Luis Obspo 3171

DANIELS & BOVEE

★ ★ ★ ★

Authorized Sales & Service

PHILCO - MOTOROLA
PACKARD BELL

RADIO COMBINATIONS
PUBLIC ADDRESS SYSTEMS
SOUND EQUIPMENT

Expert Repairs on All Makes

SAN LUIS OBISPO 1335

647 HIGUERA STREET

National Union Radio Service is a nation-wide organization of selected, independent Service Dealers, authorized to handle National Union Radio Tubes and Service products.

Jim's Radio Laboratories
ARROYO GRANDE 150-F-14

Authorized Dealer for
Wilcox-Gay Radios & Phonographs
Crosley - Traveler - Admiral
Sentinel

ALL REPAIR WORK & SALES GUARANTEED

COMPLETE LINE ELECTRICAL APPLIANCES

FREE PICK-UP & DELIVERY SERVICE
ANYWHERE IN SAN LUIS OBISPO COUNTY
RADIOS LOANED WHILE WE REPAIR YOURS
Box 373 Grover City

Radio Dealers
ART MESQUIT COMPLETE HOME FURNISHINGS
RCA-Zenith Radios
Bridge & Branch.....Aroyo Grnde 122
DANIELS & BOVEE 647 Higuera.Sn Luis Obspo 1335
(See Advertisement This Page)
DERBY'S ELECTRIC SHOP
Philco-Zenith-Motorola-G E
827-13th.....Pso Robls 91
HEATON R C CO 803-13th.....Pso Robls-29
HOFFMAN RADIOS—
MISSION RADIO CO
882 Monterey.....Sn Luis Obspo 2400

House Of Appliances Elec Sales & Service
1226 Park.....Pso Robls 1304
Jim's Radio Laboratories
Grand Av.....Aroyo Grnde 150-F-14
(See Advertisement This Page)
LONG E E PIANO CO 777 Marsh...Sn Luis Obspo 506
McMAHAN FURNITURE CO
855 Marsh.....Sn Luis Obspo 1573
MISSION RADIO CO
882 Monterey.....Sn Luis Obspo-2400
PACKARD-BELL RADIO PHONOCORD & TELEVISION

MADE IN THE WEST FOR THE WEST

Packard-Bell
The West's Largest Selling Radio

"WHERE TO BUY THEM"
DISTRIBUTOR
DANIELS & BOVEE
647 Higuera.....Sn Luis Obspo 1335
DEALER
LONG E E PIANO CO
777 Marsh.....Sn Luis Obspo 506

Payne's Radio Specialty
1334 Spring.....Pso Robls 562-M
PHILCO RADIO & RADIO-PHONOGRAPH SALES & SERVICE—
McMAHAN FURNITURE CO
855 Marsh.....Sn Luis Obspo 1573
REMLER RADIO AND TELEVISION

Made in the west for the west. Scottie table models, portables, radio-phonos with LP changers, FM, wire recorders, short wave. Union made.

Remler

Remler: Since 1918 a Pioneer in Electronics and Plastics

"WHERE TO BUY THEM"
DISTRIBUTOR
PACIFIC WHOLESALE CO 116-9th S F
(Toll) Call "Operator" for...Underhill 1-4843

SCOTT RADIO PHONOGRAPHS—
LONG E E PIANO CO
777 Marsh.....Sn Luis Obspo 506
SILVERTONE RADIOS—
SEARS ROEBUCK & CO
879 Higuera.....Sn Luis Obspo 760
WILCOX LOU
General Electric-Sonora-Gilfillan
823-12th.....Pso Robls 1507
ZENITH RADIOS—
LONG E E PIANO CO
777 Marsh.....Sn Luis Obspo-506
McMAHAN FURNITURE CO
855 Marsh.....Sn Luis Obspo 1573

Radio Schools–See Schools

Radio Servicing
BEACH RADIO & APPLIANCE SHOP
Specializing In
Radio Repairs & Elect Appliances
427 Cypress.....Pismo Bch.111
Bryan Ray Radio Electric Service
907-12th.....Pso Robls 654
Cambria Radio & Appliance Store
Hwy No 1.....Cambria 79-W
CURRY'S IGNITION & RADIO SHOP
Free Pick Up & Dely
467 Main.....Morro Bay 4391
FRED'S RADIO CLINIC 732-14th.....Pso Robls 336
HICKENBOTTOM'S
745 Higuera.....Sn Luis Obspo 609
Jim's Radio Laboratories
Grand Av.....Aroyo Grnde 150-F-14
Long E E Piano Co 777 Marsh....Sn Luis Obspo-506
McCLURE'S REPAIR SERVICE
2145 Broad.....Sn Luis Obspo 2221
If no answer call.....Sn Luis Obspo 2118-W
MISSION RADIO CO
882 Monterey .....Sn Luis Obspo-2400
Osborn Paul 450 Wadsworth.....Pismo Bch 118
PAYNE'S RADIO SPECIALTY
1334 Spring.....Pso Robls 562-M
PHILCO RADIO & RADIO-PHONOGRAPH SALES & SERVICE—
EKEGREN'S HOME FURNISHINGS
420-5th.....Morro Bay 2792

Riffel's Radio Service 1535 Oak.....Pso Robls 347
SILVERTONE RADIO SERVICE—
SEARS ROEBUCK & CO
Wire Recorders
879 Higuera.....Sn Luis Obspo 760

STEPHENS RADIO SERVICE
Grover City.....Aroyo Grnde 261-F-21

Radio Supplies & Parts–Retail
See Radio Dealers

Radio Supplies & Parts–Whsle & Mfrs
ARBUCKLE JACK C 1427 Broadway Fresno
(Toll) Call "Operator" for.....Fresno 4-6556
ASSOCIATED RADIO DISTRIBUTORS
1251 Folsom S F
(Toll) Call "Operator" for.....Hemlock 1-0212

Radio Therapy
Drown Laboratory 1254Garden...Sn Luis Obspo-1032

Rags
All-State Supply Co
Sanitary Wiping Rags-Janitor Supplies
1769 Chase Oakland
(Toll) Call "Operator" 'for....Twinoaks 3-2646

Railroad Companies
Port San Luis Transportation Co
157 Higuera.....Sn Luis Obspo 2678
Port San Luis Transportation Co
Port San Luis.....Sn Luis Obspo 1-R-22
Southern Pacific Co Oceano...Aroyo Grnde 404-F-12
Southern Pac Co 8th&Railroad.....Pso Robls-2
Southern Pacific Co Railroad Av..Sn Luis Obspo-2500
Southern Pacific Co .....S Margrita-16
Southern Pacific Railroad Co
Mercedes Av. Atascadero-268

Ranches
B & J Fruit Ranch
Halcyon & Cornwall.....Aroyo Grnde 431-F-3
Biddle John F Music Rd.....Aroyo Grnde 226-F-12
Cardoza Bros
Burwick & Downing.....Cambria 23-Y-23
Clarke C W Co.....Pso Robls-1-F-6
Cowell Land & Cattle Co.....S Margrita-31-F-21
Double Bar S Ranch.....Pso Robls 13-F-3
Eagle Ranch .....Atascadero 71-F 22
Estrellita Ranch.....Pso Robls-13-F-24
Fairview Almond Ranch S Highway....Pso Robls 378
Hidden Valley Ranch Cayucos Rd.....Templtn 2371
Hillman Wayne Parkfield Calif
(Toll) Call "Operator" for.....Parkfield 6-F-41
Hillman's El Rancho Monterey
Subsidary of
Hillman's Key Valley Ranches
Parkfield Calif
(Toll) Call "Operator" for.....Parkfield 6-F-41
Hillman's Keys Valley Ranch.....Pso Robls 14-F-5
Hillman's Keys Valley Ranches
Cattle Foreman Headquarters
Sn Miguel Calif
(Toll) Call "Operator" for....Sn Miguel 24-F-4
Houchin-McNeil .....Aroyo Grnde 226-F-13
Ranch No 2.....Aroyo Grnde 225-F-3
J & R Ranches Camp 8 Creston Rd...Pso Robls 6-F-5
Johnston Wayne Sn Gabriel Av....Atascadero 497-R
Kester Ranch.....Pso Robls 1-F-4
Ketchum E R
Los Berros Canyon.....Aroyo Grnde 224-F-13
M & T Ranch So Hwy.....Pso Robls 12-F-6
Minetti & Soto
Cottontail Crk Rd.....Cayucos 2367
Negranti Mario
Little Willow Crk Rd.....Cayucos 2688
O'Dell Ralph N
Oak & Halcyon Rd.....Aroyo Grnde 145-F-2
Paradise Valley Broiler Ranch
Paradise Valley Rd.....Atascadero 44-F-2
Phelan Bros Ranch
Sn Simeon Crk.....Cambria 116-Y-4
Poggi L 711 Walnut Av
Western Addition.....Aroyo Grnde 431-F-11
Rancho Alta Vista.....Pso Robls 1508-W
Rapp Guss A No 1 Hwy.....Aroyo Grnde 135-F-14
Rapp Keith A Oceano.....Aroyo Grnde 135-F-22
Reyes S D Ranch No 3.....Aroyo Grnde 237-F-11
Silva Bros Huasna Rd.....Aroyo Grnde 218-F-13
Sinsheimer Bros Avilla Rd.....Sn Luis Obspo 18-J-1
Soares Bros .....Cambria 14-Y-4
Spring Ranch Shandon.....Pso Robls 1-F-13
Starfas Sam P Los Berros.....Aroyo Grnde 139-F-21
Thomas Ranch
Santa Fe Rd.....Sn Luis Obspo 15-R-12
Thorndyke Bros Cayucos Crk Rd.....Cayucos 2975
White Ranch Co Shandon.....Pso Robles 1-F-3
Willow Creek Ranch Willow Crk...Pso Robles 11-F-11

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609

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993 Higuera St.
SAN LUIS OBISPO

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APPLIANCES
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Wedgewood - O'Keefe & Merritt
Gas Ranges
G. E. - L & H - Gibson
Electric Ranges
Phone Paso Robles 1507
LOU WILCOX
823-12th Paso Robles

Ranges & Stoves–Dealers

ART MESQUIT COMPLETE HOME FURNISHINGS Bridge & Branch..Aroyo Grnde 122

CHAMBERS RANGES—
LONG E E PIANO CO
777 Marsh.....Sn Luis Obspo 506

DAVIES TED 993 Higuera.....Sn Luis Obspo 436
(See Advertisement This Page)

FIRESTONE STORES
710 Higuera.....Sn Luis Obspo-130

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See famous Frigidaire Electric Ranges with Radiantube Units—big, Even-Heat oven. Also, Frigidaire refrigerators, home freezers, water heaters, automatic washers, dryers and ironers.

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GENERAL MOTORS

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Traffic Hwy.....Atascadero 133
HEATON R C CO 803-13th.....Pso Robls 29
LONG E E PIANO CO
777 Marsh.....Sn Luis Obspo-506

GAFFERS & SATTLER GAS RANGES

The Modern Gas Ranges for Modern Living
Gaffers & Sattler

"WHERE TO SEE THEM"

A & B ELECTRIC APPLIANCE CO
1200 Price.....Pismo Bch 105-J
HILL'S HOME APPLIANCE STORE
Halcyon Rd &
Grand Av.....Aroyo Grnde 136-F-13
LONG E E PIANO CO
777 Marsh.....Sn Luis Obspo 506
MONTGOMERY WARD & CO
876 Higuera.....Sn Luis Obspo 2310
YOURS & MY FURNITURE STORE
1127 Broad.....Sn Luis Obspo 942

GENERAL ELECTRIC APPLIANCES
823-12th.....Pso Robls 1507
(See Advertisement This Page)

GENERAL ELECTRIC RANGES—
McMAHAN FURNITURE CO
855 Marsh.....Sn Luis Obspo 1573

HEATON R C CO 803-13th.....Pso Robls-29
HICKENBOTTOM'S
745 Higuera.....Sn Luis Obspo 609
(See Advertisement This Page)

HOTPOINT ELECTRIC RANGES—
ATASCADERO ELECTRIC
Atascadero Av.....Atascadero 222
DERBY'S ELECTRIC SHOP
827-13th.....Pso Robls 91

KENMORE RANGES—
SEARS ROEBUCK & CO
Sales & Service
879 Higuera.....Sn Luis Obspo 760

LEONARD SALES & SERVICE—
McMAHAN FURNITURE CO
855 Marsh.....Sn Luis Obspo 1573

LONG E E PIANO CO 777 Marsh..Sn Luis Obspo 506
(Continued Next Page)

Ranges & Stoves–Dealers–(Cont'd)

MAYTAG DUTCH OVEN GAS RANGE—
HILL'S HOME APPLIANCE STORE
Halcyon Rd &
Grand Av.....Aroyo Grnde 136-F-13

McMAHAN FURNITURE CO
855 Marsh.....Sn Luis Obspo 1573

NORGE RANGES—
COOPERATIVE FARMERS SUPPLY CO INC
1311 Park.....Pso Robls 344

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Gas Ranges That Bring New Fame to an Old Name.
Occidental
Since 1869

"WHERE TO SEE THEM"

ZEGAR FURNITURE STORE
840 Monterey.....Sn Luis Obspo 85

O'KEEFE & MERRITT GAS RANGES—
ATASCADERO HOME FURNISHINGS
Highway.....Atascadero 484-W
FAIR OAKS SUPPLY
Grand Av.....Aroyo Grnde 416-F-12

TAPPAN GAS RANGES—
SAN LUIS BUTANE DISTRS
N Hwy.....Atascadero 151

Turney's Electric Shop 124 Branch..Aroyo Grnde 41
UNION HARDWARE CO
725 Higuera.....Sn Luis Obspo-43

WEDGEWOOD STOVES—
DAVIES TED
993 Higuera.....Sn Luis Obspo 436
FRANSCIONI BUTANE SALES & SERV
2801 Spring.....Pso Robls-343
SAN LUIS BUTANE DISTRS
N Hwy.....Aascadero 151
UNION HARDWARE CO
725 Higuera.....Sn Luis Obspo 43

WESTINGHOUSE ELECTRIC RANGES—
SAN LUIS BUTANE DISTRS
N Hwy.....Atascadero 151

ZEGAR FURNITURE STORE
840 Monterey.....Sn Luis Obspo 85

Ranges & Stoves–Repairing

ELECTRODAY RANGE SERVICE—
SEARS ROEBUCK & CO
879 Higuera.....Sn Luis Obspo 760

PROSPERITY GAS RANGE SERVICE—
SEARS ROEBUCK & CO
879 Higuera.....Sn Luis Obspo 760

Rattan Ware–See Furniture Headings

Real Estate

Alvos Frank C 787 Main.....Morro Bay 4411
ANCHOR REALTY SERVICE
1235 Monterey.....Sn Luis Obspo 2979
If no answer call.....Sn Luis Obspo 1547
Anderson R E Bob
2056 Chorro.....Sn Luis Obspo 3051-W

Real Estate–(Cont'd)

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REALTOR
Specializing in
Farm Lands
Cattle - Grain & Dairy
Ranches
City Business & Income Properties
981 Monterey.....Sn Luis Obspo 2791

ATASCADERO BROKERAGE CO
S Hwy.....Atascadero 680
Baywood Park Estates Office
Baywood Pk.....Sn Luis Obspo 26-R-1
BROWN & ROY INSURANCE CO
314 Pomeroy.....Pismo Bch 154
Coleman Arthur E 815 Main.....Morro Bay 3346
Conner George Hwy.....Cambria 96-J
Cook Ward I 1118 Garden.....Sn Luis Obspo 308
CORNELIUS ELSA R N Highway.....Atascadero-300
Courtright F W Grand Av.....Aroyo Grnde 144-F-22
COVERT & LINSTRUM
203 Bridge.....Aroyo Grnde 110

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FARMS
BUSINESS & RESIDENTIAL
PROPERTY
855 Main.....Morro Bay 4711
If no answer call.....Morro Bay 3597

Edmunson Geo R
Sec First Nat Bldg.....Sn Luis Obspo 2255-M
EDWARDS JOHN W
Licensed Real Estate Broker
221 Bridge.....Aroyo Grnde 123-J
(Continued Next Page)

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PHONE CAYUCOS 2121
Ocean Av. Cayucos

Real Estate—(Cont'd)

EVANS BROKERAGE CO
REAL ESTATE
George G. Ross - City Properties
Cecil G. Evans - Ranch Properties
1118 Chorro.....Sn Luis Obspo 63

Fair Oaks Real Estate
Grand Av.....Aroyo Grnde 416-F-11

FILER W A
REAL ESTATE BROKER
Business Opportunity Broker
Notary Public
214 Traffic Way.....Aroyo Grnde 156-W
Res. 206 Whiteley.....Aroyo Grnde 420-R

Fitzgerald Maurice W 852 Higuera.Sn Luis Obspo-839
Forbes Will D 1627 Spring.....Pso Robls 542
Forington N M 127Capitol.....Pso Robls-1513-J
Gee Charles E Traffic Wy.....Atascadero-333
Gilfillan Josephine K 101 Hwy.....Templtn 2312
Gist Fred L 1035 Chorro.....Sn Luis Obspo 858
GRISWOLD E R 1424 Spring.....Pso Robls 1510
(See Advertisement Preceding Page)
Grover City Development Co
Grover City.....Aroyo Grnde 134-F-3
Henderson Brokerage Co Highway....Atascadero-194
Henry Orpha 436 Pomeroy Av.....Pismo Bch 113
HIER-JOHNSON-BROKERAGE
Traffic Wy.....Atascadero 690-W
Hillman J Homer 11 W Fresno.....Pso Robls 335
HYDE MURIEL S 1424 Spring....Pso Robls 1510
Kaiser Alvin R 1115 Chorro....Sn Luis Obspo 2685
Kamm L W 1137 Chorro.....Sn Luis Obspo-1051
Keenan-Stevenson 1221 Park.....Pso Robls 1062
KENNEDY RALPH C 858 Marsh..Sn Luis Obspo-1900
Lawrence L W 1020Broad.....Sn Luis Obspo-121
Lewin Bernhard 792 Monterey....Sn Luis Obspo 325
Lewis Andrew
1589 Murray.....Sn Luis Obspo 2117-W
Lipscomb J G Grover City...Aroyo Grnde 150-F-12

LIPSCOMB JACK G
REAL ESTATE
INSURANCE
NOTARY PUBLIC
788 Price.....Pismo Bch 206-W

Loftin Ethel M
1367 Higuera.....Sn Luis Obspo 824-M
Lovett Lee R 1051 Price.....Pismo Bch 316
MACKEY JAS Andrews Hotel.Sn Luis Obspo 2510-W
Maino C A 1118 Garden.....Sn Luis Obspo 80
Mann R W Bob 1238 Spring.....Pso Robls 996
McLENNAN HUGH J
515 N Broad.....Sn Luis Obspo 3035
If no answer call.....Sn Luis Obspo 653-W
Morro Bay Garden Farms
Hwy No 1.....Morro Bay 3597
National Farm Loan Associations
1123 Garden.....Sn Luis Obspo-1386
Nelson Wm A
Stanley H Nelson
982 Monterey.....Sn Luis Obspo-2134
NORTHEY OTTO E Oceano...Aroyo Grnde 402-F-11
Noyes Realty Service
Agent For Firemen's Fund Group
Ocean Av.....Cayucos 2121
Noyes Realty Service 330-5th.....Morro Bay 2171
(See Advertisement Preceding Page)

Real Estate—(Cont'd)

O'CONNOR WM
LICENSED REAL ESTATE BROKER
Income - Farms - Residential
General Insurance
Notary
105 Bridge.....Aroyo Grnde 417-J

O'Donnell Wm C 133 Villa.....Sn Luis Obspo 1345

POWERS MILDRED J
REALTOR
CITY & COUNTRY HOMES
INCOME PROPERTY
861 Monterey .....Sn Luis Obspo 2037-R

ROGERS JOHN L 1024 Nipomo..Sn Luis Obspo 3199
Rohrberg Milton C Main.....Cambria-62
Ross Geo G 1118 Chorro.....Sn Luis Obspo 596
SAN LUIS BROKERAGE
1118 Garden.....Sn Luis Obspo 308
Smyer Bill 424 Pomeroy.....Pismo Bch 219
Southall Walter.....Cambria 102-J
Strout Realty Pacific Av.....Cayucos 4274
Strout Realty 2056 Chorro..Sn Luis Obspo 3051-W
Strout Realty Co 521 Spring.....Pso Robls 461-W
THOMPSON JANE R
Grand & Halcyon.....Aroyo Grnde 141-F-2
Thompson T B 1013 Chorro.....Sn Luis Obspo 1875
Vail E L Highway.....Atascadero-239

VAN HORN OTTO B
PASO ROBLES
REALTOR
FARMS - ORCHARDS - HOMES
Next to Post Office
612-12th .....Pso Robls-1414

Vollmer Ernest 740 Higuera.....Sn Luis Obspo 700
Waltz Royal L Hwy.....Cambria 103
Webb Real Estate Highway.....Atascadero 596
Weiss Wm C Main.....Cambria 84-J
WESTFALL RALPH R
Los Osos Rd.....Sn Luis Obspo 712
Wickenden W C 1035 Chorro.....Sn Luis Obspo-858

Refrigeration Equipment—Commercial

Long E E Piano Co 777 Marsh....Sn Luis Obspo-506
PASO ROBLES COLD STORAGE
See Our Adv Under Frozen Food Lockers
2830 Spring.....Pso Robls 1301

Refrigeration Equipment—Commercial, Servicing

Bair L C Fair Oaks.....Aroyo Grnde 211-F-23
CAMPBELL'S REFRIGERATION
532Higuera.Sn Luis Obspo-1488
(See Advertisement Opposite Page)
COCKRELL'S REFRIGERATION
845-13th.....Pso Robls 1416
(See Advertisement Opposite Page)
General Refrigeration Service Co
2138 Spring.Pso Robls-598
MALLETT'S REFRIGERATION SERVICE
S Hwy.....Atascadero-304-W
McCLURE'S REPAIR SERVICE
2145 Broad.....Sn Luis Obspo 2221
If no answer call.....Sn Luis Obspo 2118-W

Sales and Service

AUTHORIZED Frigidaire SERVICE

CAMPBELL'S REFRIGERATION

Refrigerator Repairs

DE LAVAL DEALER

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532 HIGUERA ST.

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Curtis AIR CONDITIONING

PHONE
Paso Robles 1416

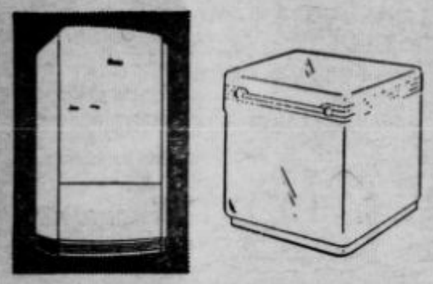
JESS COCKRELL
845-13th Paso Robles

KELVINATOR REFRIGERATORS

COMMERCIAL & DOMESTIC

COMPLETE SERVICE ON ALL MAKES

SALES & SERVICE



HICKENBOTTOM'S

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San Luis Obispo 609

745 HIGUERA

Arroyo Grande | Grover City | Pismo Beach

SERVEL

GAS REFRIGERATORS
Natural Gas or Butane
WEDGEWOOD GAS RANGES
COLEMAN GAS FURNACES

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Certified BLUE FLAME DEALER MODERN GAS APPLIANCES

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ARROYO GRANDE 430-F-3
GRAND AVE
3 Blocks West of Halcyon on Grand

Refrigeration Equipment—Whsle

CALIFORNIA DIST CO
If Placing An Order-Phone Us Collect
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(Toll) Call "Operator" for.....Kellog 3-7544

Refrigerators—Domestic

ADMIRAL DUAL-TEMP REFRIGERATORS
JIM'S RADIO LABORATORIES
Grand Av.....Aroyo Grnde 150-F-14

ART MESQUIT COMPLETE HOME FURNISHINGS
Bridge & Branch.....Aroyo Grnde 122
Canby's Plumbing Heating & Appliances
Grand Av.....Aroyo Grnde 430-F-3
(See Advertisement This Page)
(Continued Next Page)

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GAS REFRIGERATORS
Natural Gas or Butane

Certified BLUE FLAME DEALER MODERN GAS APPLIANCES

TED DAVIES
MODERN GAS APPLIANCES

Phone
San Luis Obispo
436

993 Higuera St.
SAN LUIS OBISPO

GENERAL ELECTRIC
Authorized Sales & Service
G. E. - GIBSON
COOLERATOR
CROSLEY SHELVADOR
Phone Paso Robles **1507**
LOU WILCOX
823-12th Paso Robles

Refrigerators—Domestic—(Cont'd)

COLDSPOT REFRIGERATORS—
SEARS ROEBUCK & CO
Sales & Service
879 Higuera.....Sn Luis Obspo 760

CROSLEY SHELVADOR REFRIGERATORS

GIVE YOU TWICE AS MUCH FRONT-ROW FOOD. **CROSLEY**

"ONLY CROSLEY HAS THE SHELVADOR"
Sales — Service

"FOR INFORMATION CALL"

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Hwy.....Atascadero 484-W
HILL'S HOME APPLIANCE STORE
Halcyon Rd &
Grand Av.....Aroyo Grnde 136-F-13
House Of Appliances Elec Sales & Service
1226 Park.....Pso Robls 1304

DAVIES TED 993 Higuera....Sn Luis Obspo 436
(See Advertisement Opposite Page)
DENISON & HOPKINS GENERAL MERCHANDISE E Branch.....Aroyo Grnde 125
FRANSCIONI BUTANE SALES & SERV

SERVEL - ELECTROLUX
GAS REFRIGERATORS
Special Repair Service
2801 Spring.....Pso Robls 343

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See famous Refrigerators with current-saving Meter-Miser. Also Frigidaire electric ranges, home freezers, water heaters, automatic washers, dryers and ironers.

FRIGIDAIRE
GENERAL MOTORS

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SALES & SERVICE DEALERS
Atascadero Hardware Traffic Wy..Atascadero-133
HEATON R C CO 803-13th.....Pso Robls 29
LONG E E PIANO CO
777 Marsh.....Sn Luis Obspo-506

GARDEN CITY BUTANE SERVICE
Hwy 1.....Cayucos 2842
GENERAL ELECTRIC APPLIANCES
823-12th.....Pso Robls 1507
(See Advertisement Opposite Page)
GENERAL ELECTRIC REFRIGERATORS—
McMAHAN FURNITURE CO
855 Marsh.....Sn Luis Obspo 1573

HEATON R C CO 803-13th.....Pso Robls-29
HICKENBOTTOM'S
745 Higuera.....Sn Luis Obspo 609
(See Advertisement Opposite Page)
HOTPOINT ELECTRIC REFRIGERATORS—
DERBY'S ELECTRIC SHOP
827-13th.....Pso Robls 91
SAN LUIS ELECTRIC & HEATING SERVICE
715 Higuera.....Sn Luis Obspo 561

The Telephone Hour's "Great Artist Series" brings to you world-famous musicians every Monday evening.

Refrigerators—Domestic—(Cont'd)

LEONARD SALES & SERVICE

Refrigerators . . .
Electric Ranges . . .
Home Freezers . . .

LEONARD

The Oldest Name in Refrigeration
"Dependable Since 1881."

"WHERE TO BUY IT"

McMAHAN FURNITURE CO
855 Marsh.....Sn Luis Obspo 1573

McMAHAN FURNITURE CO
855 Marsh.....Sn Luis Obspo 1573

NORGE ROLLATOR REFRIGERATORS

Low operating cost, variety of freezer capacities. For authorized sales of Norge Refrigerators, Electric Ranges, Home Freezers, Gas Ranges, Ro-ta-tor Washers, Home Heaters, see below.

SEE NORGE BEFORE YOU BUY

"WHERE TO CALL"

COOPERATIVE FARMERS SUPPLY CO INC
1311 Park.....Pso Robls 344

PHILCO REFRIGERATOR SALES & SERVICE—
FAIR OAKS SUPPLY
Grand Av.....Aroyo Grnde 416-F-12
McMAHAN FURNITURE CO
855 Marsh.....Sn Luis Obspo 1573

SAN LUIS ELECTRIC & HEATING SERVICE
715 Higuera.....Sn Luis Obspo 561
If no answer call.....Sn Luis Obspo-2614

SERVEL GAS REFRIGERATOR

The gas refrigerator is silent - automatic - economical. A tiny gas flame does all the work. Refrigerating unit is unconditionally guaranteed for 10 years.

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FRANSCIONI BUTANE SALES & SERV
2801 Spring.....Pso Robls 343
SAN LUIS BUTANE DISTRS
N Hwy.....Atascadero 151

Refrigerators—Domestic, Servicing

Campbell's Refrigeration
532 Higuera..Sn Luis Obspo-1488
Cockrell's Refrigeration
845-13th.....Pso Robls 1416

COLDSPOT REFRIGERATOR-FREEZER SERVICE—
SEARS ROEBUCK & CO
879 Higuera.....Sn Luis Obspo 760
Nights Sundays & holidays
Phone.....Atascadero 358-J

Mallett's Refrigeration Service
S Hwy.....Atascadero-304-W
McCLURE'S REPAIR SERVICE
2145 Broad.....Sn Luis Obspo 2221
If no answer call.....Sn Luis Obspo 2118-W

Registers—Cash—See Cash Registers

Regulators

Keene's Plumbing & Heating Serv
3045 Park.....Pso Robls 655-J

The Tower
CAFE and COCKTAIL LOUNGE
"The Finest in Barbecue & Mixed Drinks"
DELICIOUS
STEAKS - CHOPS
SEA FOODS IN SEASON
ENJOY A COCKTAIL IN OUR FIRESIDE LOUNGE
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Serving Lunch & Dinner
Featuring

&
SPARE-RIBS
IN THE BASKET
HOME MADE PIE
HOME MADE ICE CREAM
BAR-B-Q SANDWICHES
HAMBURGERS SERVED
With French Fries
12 Noon to 12 Midnight
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2436 Broad

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SMITH WM T
2277 Johnson Av.....Sn Luis Obspo 505

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Sycamore Mineral Springs
Avila Rd. Sn Luis Obspo-8-J-12

Rest Homes—See Sanitariums

Restaurants

Abalone Cafe
Specializing In Abalone Dinners
Highway No 1.....Morro Bay 2956
Anchor
See Our Adv Under Night Clubs
Pomeroy Av.....Pismo Bch-345
Anderson Herman L 101 Cafe
1420 Spring.....Pso Robls 101
Angie's Cafe Vachell Ln.....Sn Luis Obspo 2997
ANTIQUE CAFE THE
Formerly Southward's Cafe
3221 Spring.....Pso Robls 452-W
ARIZONA CAFE 562 Higuera...Sn Luis Obspo-1184
AUSTIN'S CONFECTIONERY
868 Monterey.....Sn Luis Obspo 86
(See Advertisement Opposite Page)
BANK CAFE
Good Foods
1213 Park.....Pso Robls-40-J
Beauty Rest Cafe S Hwy.....Atascadero 258-J
BEE HIVE RESTAURANT
887Monterey. Sn Luis Obspo-283
Best-Ever Fountain Grill
895 Higuera.....Sn Luis Obspo 1538-J
Beulah's Place 850 Marsh...Sn Luis Obspo 3026-R
Blue Bell Coffee Shop
978 Monterey.....Sn Luis Obspo 1921
BLUE MOON COFFEE SHOP
1226 Spring.....Pso Robls 331
BOODRY'S DRIVE IN
2436 Broad.....Sn Luis Obspo 2439-W
(See Advertisement This Page)
BOSIO ZANA M
Zana's Cafe
1136 Carmel.....Sn Luis Obspo 1871
BREAKER'S CAFE Market & 5th..Morro Bay 2431
BROWN GORDON C
Sandwiches-Chili-Light Lunches
Dancing On Sat Nights
Roosevelt Hwy.....Morro Bay 2872
Busi's Cafe 1122Pine.....Pso Robls-581
C J CAFE & COCKTAIL BAR
1232 Pine.....Pso Robls 365
CANARY COTTAGE 1200 Spring.....Pso Robls-57
CANTON RESTAURANT
314 Ocean View.....Pismo Bch-302
CARLTON HOTEL Hwy.....Atascadero-177
Casa Raya Restaurant
998 Monterey.....Sn Luis Obspo 542-W
Chili Bowl 1238 Pine.....Pso Robls 1433
Chong's Cafe 798 Palm.....Sn Luis Obspo 1905
College Cafe
Foothill & Snta Rosa.....Sn Luis Obspo 3038-J
Cooper's Restaurant 101 Hwy.....Pismo Bch 194
Corcoran's 848Higuera.....Sn Luis Obspo-176
Corky's & Danny's 1177 Marsh. Sn Luis Obspo 1964-J
Cozy Nook Cafe Main.....Morro Bay-2041
Cracker Box 6th & Main.....Morro Bay 2071
DAD'S HAMBURGER PLACE
589 Higuera. Sn Luis Obspo-2138
Dan & Angie Cafe .....Templtn 2411
DANTES
Dante Chiesa-Owner
955 Higuera.....Sn Luis Obspo 2197
DAVE'S LUNCH 1737 Snta Rosa. Sn Luis Obspo 2978
Dennis Dairy Lunch 894 Higuera...Sn Luis Obspo-711
Depot Coffee Shop Railroad Av. Sn Luis Obspo 2399-M
DINNER GONG THE
662 Higuera.....Sn Luis Obspo 951
Doghouse The 190 Pomeroy.....Pismo Bch 304-W
DON & MYRA'S CAFE
Hwy No 1.....Cambria 88-M
(Continued Next Page)

Restaurants—(Cont'd)

Don's Lunch Spot 1338 Spring.....Pso Robls 43
EAGLE CAFE 273 OceanVwAv.....Pismo Bch-98
Eatmore Drive-In 2840 Spring....Pso Robls 334-J
EDITH'S CAFE
Open 24 Hrs Per Day
882 Marsh.....Sn Luis Obspo 2650
El Mar Cafe 400 Cypress.....Pismo Bch 100
Elmer's Cafe 341 Higuera...Sn Luis Obspo 2921-R
El Paso Cafe 1114 Pine.....Pso Robls 1247-J
FIRE PLACE CAFE 676 Cypress....Pismo Bch 212
Fisherman's Club 340 Ocean Vw Av. Pismo Bch 340-W
Foster's Chicken Dinner
S Hwy.....Atascadero 92
FRANK'S CAFE 645 Higuera....Sn Luis Obspo-2158
FREITAS GEO A BANK EXCHANGE
686 Higuera. Sn Luis Obspo-1195
GARRISON'S CAFE
Open All Night
Price.....Pismo Bch-176
George's Place 112 Branch.....Aroyo Grnde 285
GOLD DRAGON
Chinese And American Dishes
985 Monterey.....Sn Luis Obspo 803
Golden West Restaurant
676 Higuera.....Sn Luis Obspo 3027-J
Greyhound Interstate Restaurant
1015 Monterey.....Sn Luis Obspo 1086
H & A Cafe Pismo Hwy.....Sn Luis Obspo 2997
Hamburger Haven
1126 Snta Rosa.....Sn Luis Obspo 1343-J
Happy Jacks 6th & Main.....Morro Bay 8761
Harbor Inn Avila.....Sn Luis Obspo-8-J-2
HI-HAT CAFE 1330 Spring.....Pso Robls 477
HILLTOP CAFE
Bill&Hazel Hoge-Props-101 Hwy 2½ Miles
S Of Pismo Bch-½ Mile N Of Aroyo Grnde
.....Aroyo Grnde 286-F-3
HONG KONG CAFE
SPECIALIZING IN
CHINESE FOOD
AMERICAN FOOD A LA CARTE
OPEN 12 NOON TO 12 MIDNIGHT
CLOSED THURSDAY
943 Spring.....Pso Robls 604
HOPE & LARRY'S
Mr & Mrs L A Morehouse Proprietors
Highway .....Templtn 2471
Horseshoe Cafe 998 Monterey.....Sn Luis Obspo 45
Hotel Taylor 1308 Spring.....Pso Robls 158
IDAHO CLUB 500 Cypress.....Pismo Bch 161
J C Grill 1057 Monterey.....Sn Luis Obspo 2922
Jack's Cafe
Traffic Wy & Bridge.....Aroyo Grnde 439-W
Jiffy Cafe Hwy.....Atascadero-337
JIM'S INN 1025 Morro.....Sn Luis Obspo 252
Johnny's Tavern 1216 Spring.....Pso Robls-85
Jones Roy S 501 Cypress.....Pismo Bch 182-W
JONESY'S CAFE 12th&Pine.....Pso Robls-171
KAY'S CAFE S Highway.....Pso Robls 473-J
Knotts R F Highway .....Nipomo 2451
Locust Grove Inn & Motel N Highway. Atascadero 155
LOG CABIN CAFE S Highway.....Atascadero
Loma Vista Cafe Shandon.....Pso Robls 26-F-15
LUCKY SPOT CAFE
GOOD AMERICAN
HOME COOKING
BREAKFAST - LUNCH - DINNER
ENCHILADAS
BARBECUE STEAKS
280 Higuera .....Sn Luis Obspo 1941
Lucky Spot Cafe 621 Price.....Pismo Bch-170
Lukas Place 532 Cypress.....Pismo Bch-34
Lyle's Mid-Nite Cocktail Lounge
1215 Spring. Pso Robls-798

Restaurants—(Cont'd)

MAC'S CAFE
Beer & Wines
Avila.....Sn Luis Obspo 32-J-11
Mee Heng Chop Suey Shop
Chinese Food
815 Palm.....Sn Luis Obspo 1330
MICHAEL'S RESTAURANT & SERVICE STATION
S Highway.....Atascadero 493
(See Advertisement This Page)
MIDGET LUNCH 1029Morro..Sn Luis Obspo-2540-J
Min & Frances Cafe 811 Price.....Pismo Bch-155-J
Mission Cafe & Bar 699 Higuera.Sn Luis Obspo-863-W
Natho Todd Ranch Cafe N Hwy..Atascadero 324-R
Oaks Restaurant S Highway.....Pso Robles 473-W
(Continued Next Page)

You can find out "Where To Buy It" by looking in the Yellow Pages.

MICHAEL'S RESTAURANT & SERVICE STATION
OFFERS
FRIED CHICKEN & STEAKS
FULL COURSE DINNERS
HOME COOKING BY WOMEN
1 MILE SOUTH OF ATASCADERO
ATASCADERO 493

Austin's
JUST FINE FOODS
AT REASONABLE PRICES
Serving
BREAKFAST
LUNCH
DINNERS
FOUNTAIN SERVICE
Phone San Luis Obispo 86
868 MONTEREY SAN LUIS OBISPO

Redwood Tree Cafe
James Cook
JUST TASTY FOODS
Home Cooked Meals
PHONE SAN LUIS OBISPO 2050-J
1254 Monterey San Luis Obispo

Restaurants—(Cont'd)

OAKS RESTAURANT
At The Sign Of The Covered Wagon
S Hwy.....Pso Robls 473-W
Ocean View Cafe 925 Price.....Pismo Bch-63
OCEAN VIEW TAVERN
A W Thomas-Proprietor
Avila.....Sn Luis Obspo-8-J-3
One-O-One Cafe 1420 Spring.....Pso Robls 101
Park Cafe 739-12th.....Pso Robls-512
Park Cafe 1819 Osos.....Sn Luis Obspo 1318-J
Pat's 1129 Monterey.....Sn Luis Obspo 1343-R

PAT'S CHICKEN DINNERS
CHICKEN & STEAK DINNERS
Served the Way You Like It
Hours: 12 Noon Til 2 A. M.
COCKTAIL LOUNGE
4th & Grand
Grover City.....Aroyo Grnde 134-F-5

Paul's Place Ocean Av.....Cayucos 2021
Pilot Wheel
Serving Pismo's Famous Clams
179 Pomeroy Av.....Pismo Bch 45
Pip Drive In 1020 Spring.....Pso Robls 80
Plains The 1226 Pine.....Pso Robls-86
Plessas Tavern 735Price.....Pismo Bch-90
QUON HARRY 5th & Main.....Morro Bay 8781
Rainbow Hut Hwy.....S Margrita 38
RANELL'S COFFEE SHOP
1050 Monterey.....Sn Luis Obspo-2430
Redwood Tree Cafe
1254 Monterey.....Sn Luis Obspo 2050-J
(See Advertisement Preceding Page)
REX'S PLACE AtascaderoHotel.....Atascadero-298
RITE SPOT CAFE 197 Pomeroy Av..Pismo Bch 221
Robasciotti J Cafe 1034 Morro.Sn Luis Obspo-600-W
Rock Cafe 5th.....Morro Bay 3536
SAN LUIS CAFE
Fine Food-Breakfast-Lunch-Dinner
1015 Chorro.....Sn Luis Obspo 881-W
SANTA MARGARITA INN Highway...S Margrita 21
Seaside Truck Service Cafe
Pismo Hwy.....Sn Luis Obspo 1951
Shanghai Low
Good Chinese Food
830 Palm.....Sn Luis Obspo-2080-W
SISTER'S INN
Alice E Harris-Owner
208 Higuera.....Sn Luis Obspo 155
Smile Inn 101 Hwy.....Sn Luis Obspo 213-W
Tasty Coffee Shop 895 Higuera....Sn Luis Obspo-847
TOWER BARBECUE & COCKTAIL LOUNGE
427 Higuera.....Sn Luis Obspo-830
(See Advertisement Page 104)
TOWNSEND'S COFFEE SHOP&COCKTAIL LOUNGE
Edward&Margaret Madsen
990Monterey.....Sn Luis Obspo-1261
UPTOWN DRIVE-IN 1514 Spring.....Pso Robls-474
Valley Cafe Shandon.....Pso Robls 26-F-5
Valley Grill 1231 Spring.....Pso Robls-384
Waldorf Cafe 975 Osos.....Sn Luis Obspo-1002
White Spot Cafe 1524 Spring....Pso Robls 517-W
Wilson's Drive-In 2748 Spring.....Pso Robls 492
Wing's Fountain & Cafe Ocean Av....Cayucos 2331

The men and women in the Bell System are used to meeting emergencies, and they are trained and equipped to carry on in times of special need. For years they have known the test of fire, flood and storm. Always before them is the tradition that "the message must go through."

Riding Apparel—Retail

ROUND UP 849-13th.....Pso Robls 1180

Riding Equipment

FARMER'S HARDWARE & EQUIP CO
Saddlery & Harness
581 Higuera.....Sn Luis Obspo 852

Rivets

Payne's Bolt Works
Since 1871 Mfrs Bolts Nuts & Rivets
201 Main S F
(Toll) Call "Operator" for.....Sutter 1-8200

Rock

ROSELIP WALTER B
Ferrocarril Rd.....Atascadero 20
If no answer call.....Sn Luis Obspo 785

Roofers

COUNTY ROOF SERVICE
Snta Barbara Av & High.....Sn Luis Obspo 1840
(See Advertisement Page 109)
CRAIG F L SHEET METAL & PLUMBING
1224 Pine.....Pso Robles 130-W
(See Advertisement Opposite Page)
Fields F E Kings Av.....Morro Bay 3901
KYLE CO 1609 Osos.....Sn Luis Obspo 546
(See Advertisement Opposite Page)
(Continued on Pages 107, 108, & 109)

Keep the Classified Telephone Directory handy; it can save you time and effort.

What calls
Did He
MISS?

He'll never know; for he failed to replace the receiver of his telephone.

Your calls may be important. See that the receiver is properly replaced.

THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY

COMPLETE
ROOFING SERVICE
ESTABLISHED FOR OVER 23 YEARS
Commercial - Industrial - Residential

ROOFING
JOHNS-MANVILLE JM PRODUCTS
INSULATION

Franchised Applicator of Johns-Manville Asbestos Built-Up Roofing Shingles & Siding • Approved Factory Contractors

Franchised Johns-Manville Applicator of J. M. Blown Rock Wool and Batts.

"MONARCH METAL WEATHERSTRIP"

FREE ESTIMATES - F. H. A. TIME PAYMENTS

KYLE COMPANY
JOHNS-MANVILLE ROOFING and INSULATION
Phone San Luis Obispo 546
1609 Osos St. San Luis Obispo

ROOFING

ROOFS SPRAYED ON
A Lasting Solution To Your Roofing Problems
☆
WATERPROOF
PRESERVE
PROTECT
YOUR ROOF
☆
Can Be Applied Over Tin Galvanized Iron Paper - Felt Concrete-Gravel Wood & Shingles
TELEPHONE
Paso Robles
130-W

SHEET METAL & PLUMBING
FRANK L. CRAIG, OWNER
1224 Pine

Roofs of All Types

COUNTY WIDE SERVICE

- COMPOSITION SHINGLES
- BUILT-UP
- TILE
- ASBESTOS SHINGLES
- ASBESTOS SIDING

NEW · REPAIRED · RECOATED

FREE ESTIMATES

Phone
SAN LUIS OBISPO
1416
1427 BEACH ST.

Wright's Roofing Service

ROOFS

THINGS TO LOOK FOR WHEN YOU BUY YOUR ROOF
GOOD MATERIALS
ENGINEERING SKILL
COMPETENT WORKMEN
MODERN EQUIPMENT
INSURANCE ... Complete Coverage
FINANCIAL ABILITY
MORAL INTEGRITY
COMPETITIVE PRICES
FREE INSPECTION & ESTIMATES

COMPOSITION
BUILT UP ROOFS
ASBESTOS AND
TILE

OVER
20 YEARS
EXPERIENCE

PHONE
SAN LUIS OBISPO
3151-J

KYLE ROOFING CO.
SANTA BARBARA AVENUE

Roofers—(Cont'd)

KYLE CO 1609 Osos.....Sn Luis Obspo 546
(See Advertisement This Page)

KYLE ROOFING CO
Santa Barbara Av.....Sn Luis Obspo 3151-J
(See Advertisement Opposite Page)

WRIGHT'S ROOFING SERV
1427 Beach.....Sn Luis Obspo 1416
(See Advertisement Opposite Page)

Roofing Materials

BUILDERS MARKET Ocean Av.....Cayucos 2311

BUILDERS MARKET
Pioneer Flintkote Roofing Materials
1115-13th.....Pso Robls 277

HAGLE-DeCOU LUMBER CO
SHighway.Atascadero-43

HAYWARD HOMER T LUMBER CO
12th&Riverside.Pso Robls-73

NIPOMO LUMBER CO 101 Hwy.....Nipomo 2722

Pac Coast Lumber Co 101 Hwy...Pismo Bch 310-R

Pac Coast Lumber Co Of Calif
410 Branch.....Aroyo Grnde-33

PAC COAST LUMBER CO OF CALIF
271Higuera.Sn Luis Obspo-1420

Rooming Houses

Blair Russell H 296 Snta Rosa...Sn Luis Obspo 2981

Kuehl Jeanne 1732 Spring.....Pso Robls-597

LeGrande Rooms 630-14th.....Pso Robls 445-W

Seaside Rooms 284 Ocean Vw Av....Pismo Bch 15-J

Rubber Stamps

Patrick & Moise-Klinkner Co 560 Market S F
(Toll) Call "Operator" for.....Exbrook 2-2641

Rubbish Hauling

SAN LUIS GARBAGE CO
1827 Broad.....Sn Luis Obspo 1672
If no answer call.....Sn Luis Obspo 1680

Rug & Carpet Cleaners

PARAMOUNT UPHOLSTERING SHOP
272 Pacific.....Sn Luis Obspo 2921-J
(See Advertisement This Page)

SAN LUIS STERILIZATION & MATTRESS CO
See Our Adv Under Mattresses
Buchon & High.....Sn Luis Obspo-405

Keep the Classified Telephone Directory handy; it can save you time and effort.

Paramount Upholstering Shop

All Work Guaranteed
Scott-Johnson
Rug & Carpet Cleaning
Moth Proofing
Upholstery Cleaning
Furniture Recovering - Repairing
Refinishing
Complete Auto Upholstering

San Luis Obispo 2921-J
272 Pacific

ROOFS
THAT LAST

Phone
San Luis Obispo **1840**

JAMES QUAGLINO
COUNTY ROOF SERVICE
Est. Over 27 Years

SANTA BARBARA AVE. & HIGH
Complete Armstrong Floor
Covering and Acoustical Service

COMPLETE
ROOFING SERVICE
Established 23 Years
● COMMERCIAL
● INDUSTRIAL
● RESIDENTIAL
ROOFING

JOHNS-MANVILLE JM PRODUCT
INSULATION

Free Estimates
F. H. A. Time Payments

PHONE
San Luis Obispo 546

KYLE
COMPANY
1609 Osos San Luis Obispo

Rugs & Carpets–Retail

ART MESQUIT COMPLETE HOME FURNISHINGS
The Finest in Broadloom Carpet & Rugs
From the Looms of
MOHAWK - MAGEE - FIRTH
ARTLOOM - GULISTAN - ROXBURY
NEEDLETONE TEXTURED CARPET
Wall to Wall Broadloom Installations
With Satisfaction Guaranteed
Bridge & Branch.....Arroyo Grande 122

CLAY FLOOR COVERINGS
675 Higuera.....Sn Luis Obspo 1203-M
McMAHAN FURNITURE CO
855 Marsh.....Sn Luis Obspo 1573
Wests House Of Charm
1226 Osos.....Sn Luis Obspo 3080
WHITAKER'S FURNITURE
1301 Broad.....Sn Luis Obspo 1006
YOURS & MY FURNITURE STORE
1127 Broad.....Sn Luis Obspo-942
ZEGAR FURNITURE STORE
840 Monterey.....Sn Luis Obspo 85
(See Advertisement This Page)

Safes–Dealers

MOSLER SAFES
FIRE-RESISTANT SAFES
FIRE-RESISTANT
VAULT DOORS
MONEY CHESTS
The Mosler Safe Co.
INSULATED RECORD CONTAINERS
Since 1848
A Complete Line of Office and Home Safes
"WHERE TO BUY THEM"
TYPEWRITER SHOP THE
1014 Court.....Sn Luis Obspo 127

STRADER C R 1131 Garden..Sn Luis Obspo 984-W

THE HOUSE OF
Zegar's
FINE FURNITURE
Everything for the Home

RUGS & CARPETS
- Mohawk
- Firth
- Karaghеusian
- Alexander-Smith

SAN LUIS OBISPO
85
840 MONTEREY

Safes–Opening & Repairing

STRADER C R 1131 Garden...Sn Luis Obspo-984-W

Salvage & Surplus Merchandise

BENO'S
TENTS - TARPS - CLOTHING
BEDDING - LUGGAGE - SHOES - BOOTS
Between Higuera & Monterey
1019 Morro.....Sn Luis Obspo 620

Sand & Gravel

ROSELIP WALTER B
Ferrocarril Rd.....Atascadero 20
If no answer call.....Sn Luis Obspo 785
SOUTHERN PACIFIC MILLING CO
Snta Barbara Av.....Sn Luis Obspo 2200
(See Advertisement This Page)
WEBSTER JACK
Washed River Run Gravel
Grand.....Aroyo Grnde 240-F-13

Sandblasting

MATHEWS MEMORIALS & PLATING SERVICE
METAL - GLASS
STONE - WOOD
Cleaning - Etching - Carving
1 Higuera.....Sn Luis Obspo 717

Sandwich Shops–See Restaurants

Sanitariums

CALDWELL NURSING HOME
Regstr'd Nurse All Times Chronic Cases
321-12th.....Pso Robls 1170
GRIGSBY REST HOME
Guadalupe Rd.....Nipomo 2732
St Judes Convalescent Home
535 Islay.....Sn Luis Obspo 2569-R
San Luis Obispo County Tuberculosis Sanitarium
Johnson Av Sn Luis Obspo-1818
SCOTT'S FAIR OAKS CONVALESCENT HOME
Chronic Cases-Home For Aged-Modern Quiet
Fair Oaks.....Aroyo Grnde-228-F-22

Plan your shopping with the Classified Telephone Directory.

Sand & Gravel Service
SOUTHERN PACIFIC MILLING CO.
Santa Barbara Ave.
SAN LUIS OBISPO 2200

Sash–See Millwork

Saws

DE WALT SAWS—
UNION HARDWARE CO
725 Higuera.....Sn Luis Obspo 43

Scavengers–See Garbage Collection

Schools

The following types of instruction, primarily avocational in character, will be found listed under their own headings, alphabetized in accordance with the qualifying word: Aircraft Schools; Dancing Academies; Music Instruction Hdgs; Etc

AMERIVET TECHNICAL INSTITUTE
Central Mall.....Atascadero 180
Arroyo Grande Public School
Valley.Aroyo Grnde-213-W
Arroyo Grande Union High School
Branch.....Aroyo Grnde 146
Atascadero Elementary School.....Atascadero 400
Atascadero Union High School.....Atascadero-61
Agriculture Dept Agriculture Bldg..Atascadero 370
Avila School Avila.....Sn Luis Obspo 16-R-2
California Polytechnic The
Poly Campus.Sn Luis Obspo-2151
Chase Hall.....Sn Luis Obspo-1594
Dining Hall No 1 PolyCampus.Sn Luis Obspo-2061-J
Dining Hall No 2 Poly Campus..Sn Luis Obspo-2625
Dormitory B.....Sn Luis Obspo-1970
Dormitory E.....Sn Luis Obspo-2945
Heron Hall.....Sn Luis Obspo-2975
Jesperson Hall.....Sn Luis Obspo-2490
Mariner Hall Poly Campus....Sn Luis Obspo 2773
Poultry Plant—PolyCampus...Sn Luis Obspo-2530
Cambria Union Grammar School.....Cambria 70
Cayucos Grammar School C & 2d....Cayucos 2531
Coast Union High School.....Cambria-1
East Santa Fe School Snta Fe Rd.Sn Luis Obspo-3-R-4
Huasna School.....Aroyo Grnde-225-F-21
Los Osos School
Los Osos Rd.....Sn Luis Obspo 28-R-1
Mission School 682 Palm.....Sn Luis Obspo-60
Morro Bay Grammar School North C..Morro Bay-2411
Nipomo School Price.....Nipomo 2641
Oceano School Open Door Recreational Bldg
Oceano.....!...Aroyo Grnde 435-F-21
Paso Robles City Schools
Elementary School 36th.....Pso Robls 778
Elementary School Cafeteria 17th...Pso Robls-6-M
Intermediate School Vine.....Pso Robls-25
Primary School 17th&Vine.....Pso Robls-915
Union High School Spring.....Pso Robls-90
Agriculture Dept 24th.....Pso Robls-226
Wood Shop Dept Spring.....Pso Robls-673-W
Pismo Beach Grammar School.....Pismo Bch 151
Playhouse Nursery School
1530 Monterey.....Sn Luis Obspo 835-J
San Luis Obispo City Schools
Emerson School Kindergarten Bldg
Nipomo.....Sn Luis Obspo 805
Fremont School Peach.....Sn Luis Obspo-1236
Hawthorne School Story.....Sn Luis Obspo-2071
Jr High School Marsh.....Sn Luis Obspo-2070
Kindergarten School Buchon.Sn Luis Obspo-1589-J
Senior High & Junior College
Marsh Sn Luis Obspo-663
Santa Fe School Pismo Hwy....Sn Luis Obspo 7-J-1
Santa Margarita Grammar School.....S Margrita 8
Shandon Elementary School
Shandon.....Pso Robls 31-F-22
Shandon High School Shandon....Pso Robls-31-F-21
Sunnyside School
Los Osos Rd.....Sn Luis Obspo 36-J-1
Templeton Schools.....Templtn 2601

Screens–Window

RY-LOCK TENSION WINDOW SCREENS
Quickly installed from inside. All Aluminum—No painting, inconspicuous, non-staining, long-lasting, economical. For all double-hung windows. RY-LOCK your home and forget about screens.
RY-LOCK
"WHERE TO BUY THEM"
Southern Pacific Milling Co
Santa Barbara Av.....Sn Luis Obspo 2200

Second Hand Furniture

See Furniture Dealers–Used

Seeds & Bulbs–Retail

GENERAL FARM SUPPLY CO
200 Higuera.....Sn Luis Obspo 253
KARLESKINT'S FLORIST & NURSERY
1422 Monterey.....Sn Luis Obspo 2060
Loomis E C & Son 147 High.....Sn Luis Obspo 1080
SAN LUIS FEED CO 305 Higuera..Sn Luis Obspo-655
If no answer call.....Sn Luis Obspo-1080
San Luis Nursery Pismo Hwy...Sn Luis Obspo-320-W

Seeds–Whsle

Castle A L
Insecticides-Seeds & Fertilizers
248 View Mountain View
(Toll) call "Operator" for...Yorkshire 7-5511
Waller-Franklin Seed Co
Flower Seed Producers
.....Aroyo Grnde-222-F-5

FRONTIERS
beyond

There are always new frontiers to telephone service, problems to be solved, improvements to be made, and there will always be Telephone Pioneers pushing on to new achievements.

THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY

CHRIS KURFESS

SEPTIC TANK SPECIALIST

WE EMPTY, CLEAN, REPAIR, AND INSTALL TANKS

PHONE
Cambria
98-W
Call Us Collect

PHONE
Cambria
98-W
Call Us Collect

WE USE THE NOVA PUMPING SYSTEM - SEALED FROM THE SEPTIC TANK TO THE TANK ON OUR TRUCK NO ODORS - NO SLOP

There Is No Other Equipment to Compare With Ours on Wheels

When you send for us, look for the big red trucks. You'll see our California Contractors' License number on our truck—this protects you from any liability.

We have the Latest Power Driven Flexible Rodding Machines for Removing Roots from Storm Drains and Leaching Fields Without Digging Up Lines

ESTIMATES GIVEN - INSPECTION SERVICE GUARANTEED WORKMANSHIP

BOX 72 CAMBRIA

SEPTIC TANKS
AND
CESSPOOLS
PUMPED AND CLEANED

—NO ODOR—
MODERN EQUIPMENT

For Prompt Service Phone

SAN LUIS OBISPO
1124

SAN LUIS SANITATION SERVICE

JOHNNY HOLMES
DAVID L. CANET
Owners

1130 Leff San Luis Obispo

FOR BEST RESULTS WITH YOUR TELEPHONE

please . . .

Make sure of the number. If in doubt consult the Telephone Directory.

Speak with lips close to the mouthpiece, using your natural tone of voice.

And give the called person TIME to answer!

Thank You!

Septic Tanks

Kurfess C A Highway.....Cambria 98-W
(See Advertisement Opposite Page)
Purtell O N Fair Oaks.....Aroyo Grnde 430-F-11
SAN LUIS SANITATION SERVICE
1130 Leff.....Sn Luis Obspo 1124
(See Advertisement Opposite Page)

Servel Gas Refrigerators

Look on "R" pages under "Refrigerators–Domestic"

Service Station Builders

INDEPENDENT IRON WORKS INC
8th & Pine Oakland
(Toll) Call "Operator" for....Templebar 2-0160

Service Stations

Agueda's Shell Service Station
101 Hwy. Aroyo Grnde-92-W
Al's Brake Service 1175 Monterey.Sn Luis Obspo 2234
Art's Service Station
Oceano.....Aroyo Grnde 231-F-12
Associated Oil Co Serv Station
So Hwy.....Atascadero 452
Associated Oil Serv Stn
Marsh&Higuera.Sn Luis Obspo-1972
Associated Oil Service Station
1108 Monterey.....Sn Luis Obspo 1770-W
Associated Service Station
11th&Spring.Pso Robls-172
Birks B Chevron Station.....Cambria 85
BIRKS & BIRKS CHEVRON GAS STATION
1502 Spring.....Pso Robls 615
BIRKS & BIRKS SERVICE.....Cambria 95-M
Blue's Mobile Service Highway.....Cambria 79-J
Bozley C C 641 Higuera....Sn Luis Obspo 1203-W
Brisco Service Station
Gen Repairs-Lubrication-Tires-Batteries
147Bridge.....Aroyo Grnde-45-W
Brooks H W Chevron Service
806 Spring.....Pso Robls 539
Brown G W 16th&Spring.....Pso Robls-83
BURD C H
Texaco Service
1481 Price.....Pismo Bch 300
BUSHONG'S TEXACO STATION
Snta Rosa & Marsh.....Sn Luis Obspo 1887
Calhoun's Wilshire Serv 440 Price...Pismo Bch 416
Camel Oil Co S Highway.....Atascadero-236-J
Caskey E W Main & Lee.....Cambria 25-J
Cec's Mobil Service Station
99 Traffic Wy.....Aroyo Grnde 76-R
Chevron Station No 150 CDA
Marsh & Higuera.....Sn Luis Obspo 1707
Chuck's Mobil Service 1339 Spring....Pso Robls 123
Crum's Seaside Service Highway.....Templtn 2372
Dean's Norwalk Service Hwy.....Atascadero 420
DUNN'S RICHFIELD SERVICE STATION
316 Higuera.....Sn Luis Obspo 1647-W
(See Advertisement Following Page)
EMIL'S CHEVRON STATION
Palm & Morro.....Sn Luis Obspo 918-J
Gaine's Seaside Service Station
5th.....Morro Bay 2826
GATLIN SHELL SERVICE STATION
Lubrication Greasing Pick Up & Delivery
Oceano.....Aroyo Grnde 230-F-22
GENERAL PETROLEUM SERVICE STATION
1339 Spring. Pso Robls-123
GEORGE'S STATION & EQUIPMENT
GAS - OIL - ACCESSORIES
AUTO AND TRUCK
REPAIRING
EQUIPMENT RENTALS
S Hwy.....Sn Luis Obspo 2398

(Continued Next Page)

MADDALENA TIRE CO.

CHARLIE & NOEL

"At Your Service"

- BRAKE SERVICE
- WHEEL BALANCING
- LUBRICATION
- GEN. PETROLEUM
- RECAPPING
- MOTOR TUNE UP

Tires!
We've Got 'Em

FISK & MOBIL
HIGUERA & OSOS
SAN LUIS OBISPO 79

CHEVRON SUPREME GASOLINE

JESSE'S SERVICE CENTER

Jessie Munez, Prop.

- LUBRICATION
- WASHING & POLISHING
- BATTERY & BRAKE SERVICE
- TIRE SERVICE

Phone
SAN LUIS OBISPO 22

990 Higuera St.

Service Stations—(Cont'd)

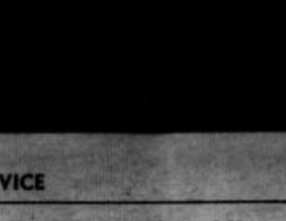
Green & White Auto Court Station
636 Spring.....Pso Robls 1329-R
GREEN'S TEXACO SERVICE STATION
Highway.....S Margrita 18-W
H & H Service & Auto Repairs
401 Traffic Wy.....Aroyo Grnde 423
HAMPTON'S AUTO COURT
Union Oil Products
.....Cambria 37
HOVE'S TEXACO SERVICE Highway..Templtn 2451
Huddleston Carl Serv Sta
15th & Spring.....Pso Robls 1420
JESSE'S SERVICE CENTER
990 Higuera.....Sn Luis Obspo 22
(See Advertisement Preceding Page)
Jim's Texaco Service Highway.....Cambria 72-M
Keffury Abe Service Station Highway...S Margrita 29

DUNN'S
RICHFIELD SERVICE STATION

Goodyear Tires
Goodyear Tubes
Batteries
Lubrications
Auto
Washing
Accessories
Phone
San Luis Obispo
1647-W
316 Higuera St.

NORWALK SERVICE STATION
H. J. Wills - Owner
24-Hour Service - We Give S & H Green Stamps

1088 Higuera



San Luis Obispo 1913

Tires - Sales & Service - Norwalk Batteries
QUICK CHARGE BATTERY SERVICE
LUBRICATION - WASHING & POLISHING

CHEVRON SUPREME GASOLINE
R. C. BLAYLOCK
&
DAVE LINDEN
CHEVRON SUPREME GASOLINE
RPM MOTOR OIL
ATLAS TIRES - BATTERIES
AND ACCESSORIES
San Miguel 74
If No Answer Call 2-W
RONNIE'S CHEVRON SERVICE
GARAGE IN CONNECTION
ROAD SERVICE 24 HOURS
NORTH 101 HIGHWAY SAN MIGUEL

Service Stations—(Cont'd)

•**KIMBALL'S UNION OIL SERVICE**
High & Higuera.....Sn Luis Obspo 1961
KUSTEL & SILVEIRA SERVICE STATION
Shell Products
Marsh & Osos.....Sn Luis Obspo 1073
Lambert's Fair Oaks Service Station
Halcyon & Grand.....Aroyo Grnde 141-F-4
Layman's Chevron Sta Ocean Av.....Cayucos 4111
Leonard's Service Station
Roosevelt Hwy.....Morro Bay 2878
Lightfoot Union Oil Serv Stn
Halcyon & Grand Av.....Aroyo Grnde 136-F-22
Lloyd's Mobil Service
505 Higuera.....Sn Luis Obspo 823
Locust Grove Inn & Motel N Highway.Atascadero 155
Lucky Service Center 406Higuera.Sn Luis Obspo-1908
MADDALENA TIRE CO
Higuera & Osos.....Sn Luis Obspo 79
(See Advertisement Preceding Page)
MAZZA & HAMILTON GENERAL PETROLEUM SERVICE STATION
600 Marsh.....Sn Luis Obspo 1963
McKennon H H 5th&Main.....Morro Bay-3531
Meyer and Willett Chevron Service
205 Higuera.....Sn Luis Obspo 1202
Michael's Restaurant & Serv Sta
S Highway.....Atascadero 493
Monterey Court 1756 Monterey..Sn Luis Obspo 1949
Norwalk Service Station
944 Spring.....Pso Robls 425
NORWALK SERVICE STATION
1088 Higuera.....Sn Luis Obspo-1913
(See Advertisement This Page)
Oertle Service Station
Baywood Park.....Sn Luis Obspo 26-R-11
Pearl's Chevron Station
155 Traffic Wy.....Aroyo Grnde 113
Peck C J Price & Pomeroy.....Pismo Bch 199
PECK C J-MOBILEGAS GAS SERVICE STATION
Price & Pomeroy.....Pismo Bch 199
Phillips K L & Sons 999 Price.....Pismo Bch 21
RANSOME TRUCK SERVICE

TRUCK LUBRICATION
DIESEL OILS and FUELS
TRUCK REPAIRS
Sleeping Quarters - Showers
OPEN 24 HOURS A DAY
101 Hwy.....Sn Luis Obspo-2343

RICHFIELD SERVICE STATION
635 Price.....Pismo Bch 162
RICHFIELD SERVICE STATION NO 759
Highway.Atascadero-119-W
Ronnie's Chevron Service N 101 Hwy....Sn Miguel 74
(See Advertisement This Page)
Rountree Oil Distributing Co
100 Traffic Wy.....Aroyo Grnde-54-J
RUSSELL'S UNION STATION
339 Marsh.....Sn Luis Obspo 941
S & W Service Vachell Ln.....Sn Luis Obspo-1506
Santa Rosa Shell Service
1095 Monterey.....Sn Luis Obspo 1030
Seaside Service 14th & Spring.....Pso Robls 38
Shaffer's Richfield Service Station
139 Traffic Wy.Aroyo Grnde-60-W
Shell Serv Sta S Hwy.....Atascadero-305
Shell Service Station 1145 Spring.....Pso Robls-479
Shell Service Station 16th&Spring.....Pso Robls-83
Shell Service Station 379 Price.....Pismo Bch 202
SHELL SERVICE STATION

GOODYEAR TIRES
GOLD SEAL BATTERIES
EXPERT LUBRICATION
SHELL PRODUCTS & ACCESSORIES
Pick-Up & Delivery Service
1200 Monterey.....Sn Luis Obspo 2942

(Continued Next Page)

Service Stations—(Cont'd)

Signal Oil Co 903 Spring.....Pso Robls-302
SIGNAL OIL CO 1446 Spring.....Pso Robls 176-W
Smith T E Service Station 101 Hwy....Nipomo 2341
Standard Stations Inc
No 280 12th & Spring.....Pso Robls 507
No 343 1066 Monterey.....Sn Luis Obspo-731
No 750 1745 Spring.....Pso Robls 589
No 3280 1741 Monterey....Sn Luis Obspo 1004
Standard Stations Inc No 596
State Hwy.Atascadero-102
Stowe Independent Oil Co 6th&Spring..Pso Robls-758
Sun Ray Gasoline Station
Grover City.....Aroyo Grnde 223-F-12
Tasco Service Station S Highway.....Atascadero-99
TED'S MOBIL SERVICE
1099 Marsh.....Sn Luis Obspo 2778
Texaco Service
Roy A Davis
554 Traffic Wy.....Aroyo Grnde 149-J
Texaco Service 10th&Spring.....Pso Robls-391
Texaco Service Station Highway.....Atascadero-105
Texaco Service Station 1405 Spring..Pso Robls-910
Thomas John H N Hwy.....Atascadero 351-R
Thompson Frank W 101 Hwy.....Templeton 2321
TOMMY'S SIGNAL SERVICE

WASHING - POLISHING
TIRE REPAIRING
Lubrication with a Personal Touch
Tires - Batteries - Accessories
Radiator Flushing
2 Blocks North of Underpass
1565 Monterey .....Sn Luis Obspo 302-J

Tom's Texaco Service
1185 Monterey.....Sn Luis Obspo 2405
Union Oil Co of Calif
Service Sta No 347 10th & Spring.Pso Robls 1531
Union Oil Station 1101 Monterey..Sn Luis Obspo-1936
Union Service Station
101 Hwy & E Mall.....Atascadero 684
Union Station 1308 Monterey.....Sn Luis Obspo-968
UPTON'S SERVICE STATION

NORWALK & TEXACO
PRODUCTS
EXPERT LUBRICATION
TIRE SERVICE - BATTERIES RETAIL
Automobile Accessories
920 High.....Sn Luis Obspo 132

Upton's Service Station
920 High.....Sn Luis Obspo 132
VIC'S TEXACO SERVICE
311 Higuera.....Sn Luis Obspo 1736
Villa's Mobile Station
Foothill & Morro Rd.....Sn Luis Obspo 2957
Walt's Service Station
6th & Grand Grover City...Aroyo Grnde 223-F-21
Wilshire Service Station Hwy.....Atascadero-375
WILSON ERNEST F

RICHFIELD REPAIR SHOP
COMPLETE AUTOMOTIVE REPAIRING
Auto Accessories & Parts
5th & C.....Morro Bay 2946

It is the policy of our company to render the most telephone service and the best, at the least possible cost to the public consistent with fair treatment of employees and reasonable return to the investors.

Sewing Machines—Domestic

HAMILTON J E 718 Higuera.....Sn Luis Obspo-49
(See Advertisement This Page)
KENMORE SEWING MACHINES—
SEARS ROEBUCK & CO
Sales & Service
879 Higuera.....Sn Luis Obspo 760
NEW HOME SEWING MACHINES—
HAMILTON J E 718 Higuera...Sn Luis Obspo 49
Singer Sewing Machine Co
733 Higuera.....Sn Luis Obspo 3027-W
SINGER SEWING MACHINES

CAUTION
SINGER sells its machines ONLY through SINGER SEWING CENTERS identified by the famous Red "S" on the window. NEVER through dealers or department stores.

"WHERE TO BUY IT"
SEWING CENTER
Singer Sewing Machine Co
733 Higuera.....Sn Luis Obspo 3027-W

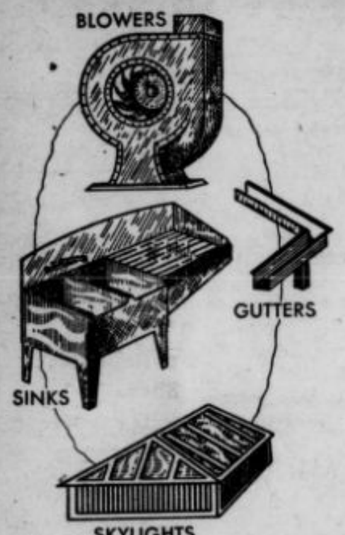
Sewing Machines—Repairing

HAMILTON J E
See Our Ad Under Sewing Machines-Domestic
718 Higuera.....Sn Luis Obspo 49
Smith E Taylor 1035 Murray Av...Sn Luis Obspo 235

Make the Classified Telephone Directory your buying guide—it can save you time and effort.

SEWING MACHINES
NEW & USED
Sales - Service - Rentals
• NEW HOME
• SINGER
• WHITE
• DOMESTIC
REPAIRS - PARTS - SUPPLIES
All Makes
LOCAL PRICES - FREE ESTIMATES
PHONE
San Luis Obispo 49
718 Higuera St.
J. E. HAMILTON
Local Dealer
REA HAMILTON'S
KNIT & ART SHOP
(Former Singer Distributors)
Established 1939

SHEET METAL WORK



Residential - Commercial
Industrial

VENTILATING - AIR CONDITIONING
EXHAUST SYSTEMS - SKYLIGHTS
GUTTERS - RESTAURANT EQUIPMENT

Repairs &
Maintenance

ALL WORK GUARANTEED
Call
SAN LUIS OBISPO 337
Nights - Sundays - Holidays Call
SAN LUIS OBISPO 2217-J

McBRIDE SHEET METAL WORKS

1023 NIPOMO — SAN LUIS OBISPO

SHEET METAL

Custom Sheet Metal Work

COROAIRE WINTER AIR CONDITIONING UNITS

PHONE
PASO ROBLES
130-W

FRANK L. CRAIG
SHEET METAL & PLUMBING
Emergency Call 586-R
1224 PINE

IF IT'S
SHEET METAL WORK

PHONE
PASO ROBLES
153

WE CAN DO IT

STOCK
TROUGHS
&
TANKS

COOPERATIVE FARMERS SHEET METAL SHOP
1315 Pine

Sheet Metal Work

BLACKSTONE SHEET METAL
SHEET METAL WORK
OF ALL TYPES
Down Spouts — Gutters
Sinks — Ventilation
Galvanized & Stainless Steel
Traffic Wy & Via Av
Traffic Wy .....Atascadero 200

COOPERATIVE FARMERS SHEET METAL SHOP
1315 Pine.....Pso Robls-153
(See Advertisement Opposite Page)

CRAIG F L SHEET METAL & PLUMBING
1224 Pine.....Pso Robls 130-W
(See Advertisement Opposite Page)

Dixon Harry E Orcutt Rd.....Sn Luis Obspo 1682-M

KEENE'S PLUMBING & HEATING SERV
3045 Park.....Pso Robls 655-J

McBRIDE SHEET METAL WORKS
1023 Nipomo.....Sn Luis Obspo-337
(See Advertisement Opposite Page)

SMEE'S PLUMBING & HEATING SHOP
1302 Osos. Sn Luis Obspo-766

Valley Sheet Metal Shop
Halcyon & Grand.....Aroyo Grnde 240-F-11
(See Advertisement This Page)

Shingling—See Roofers

Ship Chandlers

Morro Bay Marine Supply
5th & Morro.....Morro Bay 4461

Shipping Room Supplies

Alameda Distributors 1926 Everett Alameda
(Toll) call "Operator" for.....Lakehurst 3-0770

Shoe Repairing

Dan's Shoe Shop 141 Bridge.....Aroyo Grnde 11-W
Strom's Shoe Shop 255-5th.....Morro Bay 2501

Shoes—Athletic

See Sporting Goods Headings

Shoes—Retail

Bello Sporting Goods
Spalding & Athletic Footwear
886 Monterey.....Sn Luis Obspo 12

BENO'S
JARMAN SHOES FOR MEN
CHIPPEWA BOOTS
NOCONA COWBOY BOOTS
Between Higuera & Monterey
1019 Morro.....Sn Luis Obspo 620

(Continued Next Page)

Valley Sheet Metal Shop
GENERAL SHEET METAL WORK
B. I. HAWK — A. P. HAWK
- Forced Air Heating
- Floor Furnaces
- Panelray
- Tanks - Gutters
- Drains - Sinks
- Copper Work

FREE ESTIMATES
ARROYO GRANDE 240-F-11
HALCYON & GRAND

GALES
SHOE STORE

For Ladies
- Gold Cross
- Paradise
- Penaljo
- Laird-Schober
- Clinic Nurse Shoes
- Lazy Bones

For Men
- Nunn Bush
- Edgerton
- Curtis
- Connally

For Children
- Buster Brown
- Lazy Bones
- Red Goose
- Jumping Jacks
- Trimfoot
- Official Scout Shoes
- X-Ray Fitting

SAN LUIS OBISPO 1832
860 HIGUERA
Jack Copeland, *Mgr.*

GALES SHOE STORE
Home of Quality Footwear

RENETZKY'S

"Good Shoes Carefully Fitted"
Since 1895
FOR LADIES
RICE O'NEILL
KIMEL
TWEEDIES
HILL & DALE - NATURALIZER
FOR MEN
BRITISH WALKERS
ROBLEE
FOR CHILDREN
PIED PIPER

PHONE
San Luis Obispo 257

HOSIERY - HAND BAGS
RENETZKY'S
"The Home of Highest Quality Footwear"
845 HIGUERA SN LUIS OBISPO

SHOWER DOORS
And
TUB ENCLOSURES

- GLEAMING RUST-PROOF MOULDING
- SEALED INSTALLATION INSURES WARM OR HOT BATH
- HEAVY GLASS AND METAL PANELS
- ELIMINATES CURTAIN REPLACEMENT

Phone San Luis Obispo **1372**

PEARSON GLASS SHOP

673 Higuera — San Luis Obispo

When the name of a
BUSINESS HOUSE
has been forgotten

...or when you are new to the city, or when you simply want to find a telephone number the quickest way...

Look in the
YELLOW PAGES

Shoes—Retail—(Cont'd)

BURKHARDT'S SHOES
SHOES FOR THE ENTIRE FAMILY
BOSTONIANS - COBBLERS
KRIPPENDORF FOOT REST
POLLYANNA HEALTH SHOES
BALL BAND RUBBER FOOT WEAR
Traffic Way.....Atascadero 690-J

GALES SHOE STORE
Quality Shoes For The Entire Family
860 Higuera.....Sn Luis Obspo 1832
(See Advertisement Preceding Page)
Karl's Shoe Store 725-12th.....Pso Robls 478
Karl's Shoe Store 786Higuera..Sn Luis Obspo-881-M
Kirby Shoe Store 1220 Park.....Pso Robls 1154
O'Sullivan J J Co 741 Higuera...Sn Luis Obspo-863-J
REEVE'S SHOES
Shoes For The Entire Family
760 Higuera.....Sn Luis Obspo-2470
RENETZKY'S SHOE STORE
845 Higuera.....Sn Luis Obspo 257
(See Advertisement Preceding Page)
RUMLEY'S DEPT STORE
Harold E Callahan
5th.....Morro Bay 3251
Squire's Men's Wear 745-12th.....Pso Robls 151-W
WICKENDEN'S
837 Monterey.....Sn Luis Obspo 1511

Show Card Writing

Woods Sign Service 910 High....Sn Luis Obspo 2716

Shower Doors & Compartments

PEARSON GLASS SHOP
673 Higuera.....Sn Luis Obspo 1372
(See Advertisement This Page)

Lips *close* to the Telephone for best results

Please speak distinctly when you telephone, with lips close to the mouthpiece.

Just as you can't hear when you take your ear inches from the receiver, so others can't hear unless you keep your lips close to the mouthpiece.

Sign Painters

FREEMAN SIGN SERVICE
448 Higuera.....Sn Luis Obspo 335
HAPPY STORM SIGN SHOP
13th & Newport.....Aroyo Grnde 261-F-2

Signs

CLINE'S ELECTRIC SHOP
962 Monterey.....Sn Luis Obspo 13
(See Advertisement This Page)
COAST NEON CO 1221 Riverside...Pso Robls 616-J
(See Advertisement This Page)
FREEMAN SIGN SERVICE
Established 1924
PAINTED HIGHWAY DISPLAYS
GOLD LEAF LETTERING
CUT-OUT LETTERS
TRUCK LETTERING
448 Higuera.....Sn Luis Obspo 335
HARRIS GEORGE R
Harris Advertising Signs
Painted Outdoor Advertising
140 Ocean View Av.....Pismo Bch 401-R
PENN-LITE NEON
Traffic Wy.....Atascadero 696-W
(See Advertisement This Page)
WOODS SIGN SERVICE
TRUCK LETTERING
Complete Sign Service
Window Lettering
Walls - Cut Outs
Sho-Cards
910 High.....Sn Luis Obspo 2716

Skates—See Sporting Goods Headings

Slaughter Houses
See Meat—Whsle; also Stock Yards

Slip Covers
Mac's Shop 781 Marsh.....Sn Luis Obspo 1448-W

Social Service Organizations
County Welfare Dept Mall.....Atascadero 161

Soft Drinks—See Beverages—Non Alcoholic

Penn-Lite
NEON
MANUFACTURING
Sales - Service
PHONE
Atascadero 696-W
Traffic Way — Atascadero

Cline's Electric
NEON SALES & SERVICE

NEON SIGNS & COLD CATHODE LIGHTING GUARANTEED
ONLY QUALITY MATERIALS USED

WHY GAMBLE ON LESS?

SKETCHES & DESIGNS
FREE ESTIMATES
NO OBLIGATION

Complete Sign Service

PHONE
SAN LUIS OBISPO 14

286 Higuera St.

Coast Neon Co.
NEON SIGNS

COMPLETE
Manufacturing
Erection
MAINTENANCE SERVICE
All Work Guaranteed
"FOR A BETTER LOOKING, LONGER LASTING NEON SIGN IT'S COAST NEON CO"
PHONE
Paso Robles 616-J
Nights Phone 616-M
1221 Riverside — Paso Robles

Sporting Goods–Retail

BELLO SPORTING GOODS
Your Spalding Dealer
886 Monterey ..... Sn Luis Obspo 12
FARMER'S HARDWARE & EQUIP CO
581 Higuera ..... Sn Luis Obspo 852
GARDEN FARMS STORE
101 Hwy ..... S Margrita 43
GRISANTI HARDWARE Highway .... Atascadero 580
Hill J C 1037 Chorro ..... Sn Luis Obspo-466
LUNDGREN ERIC 1326 Park ..... Pso Robls-470
PHILLIPS K L & SONS
999 Price ..... Pismo Bch 21
Shamel's Hardware & Plumbing Shop .... Cambria 36
SMITH C S
Complete Line Of Sporting Goods
1225Park ..... Pso Robls-40-W
SPORTSMAN'S STORE
869 Higuera ..... Sn Luis Obspo 2520
(See Advertisement This Page)
STRADER C R 1131 Garden ... Sn Luis Obspo 984-W
UNION HARDWARE CO
725 Higuera ..... Sn Luis Obspo 43
WEBB E
Johnson Outboard Motors Sales & Service
Webb's Fishing Tackle
225-5th ..... Morro Bay 4136

Sportswear–Retail

Lacterman's 728 Higuera ..... Sn Luis Obspo-1285
Squire's Men's Wear 745-12th ..... Pso Robls 151-W

Spraying–See Painting Contractors

Stage Lines–See Bus Lines

State Government Offices

See Alphabetical Directory Under "Calif State of"

THE Sportsman's STORE
BILL BENNO, Owner

Shotguns
Rifles
Revolvers
Telescope Sights & Mounts
Expert Gunsmith

ALL TYPES OF
AMMUNITION
FISHING
TACKLE
•
MARTIN
OUTBOARD
MOTORS
Phone
San Luis Obispo
2520
869 Higuera St.

Stationers–Retail

Arroyo Drug Co 130 Branch ..... Arroyo Grnde-46
Bickell's Stationery Store
807-12th ..... Pso Robls 30-W
HILL'S STATIONERY STORE
OFFICE SUPPLIES
Business Forms - Loose Leaf & Bound Books
STATIONERY
Boxed Stationery - Portfolios
GREETING CARDS
Largest Selection in Town
1127 Chorro ..... Sn Luis Obspo-1403

Steam Cleaning

See also Automobile Washing & Polishing
EMIL'S CHEVRON STATION
Palm & Morro ..... Sn Luis Obspo 918-J

Steamship Agencies

TRAVEL SERVICE
987 Osos ..... Sn Luis Obspo 418

Steel Fabricators

INDEPENDENT IRON WORKS INC
8th & Pine Oakland
(Toll) Call "Operator" for .... Templebar 2-0160

Steel Homes & Buildings

LIVINGSTON E C CO
13th & Railroad ..... Pso Robls 22

Steel Products

INDEPENDENT IRON WORKS INC
8th & Pine Oakland
(Toll) Call "Operator" for .... Templebar 2-0160

Stencils & Stencil Supplies

DICK MIMEOGRAPH PRODUCTS—
PACIFIC COAST PUBLISHING CO
1022 State Santa Barbara (Toll) Call
"Operator" for ..... Snta Barbara 3159

Stenographers–Public

MINIUM MURIAL
Manuscript And Specialized Typing
631 Lawrence Dr ..... Sn Luis Obspo 3192-J
SMITH WM T
2277 Johnson Av ..... Sn Luis Obspo 505

Stock Yards

Bryan Meat Co Slaughter House .... Pso Robls 1250
WITCOSKYS' MEATS
See Our Adv Under Meat Whsle
101 Hwy ..... Sn Luis Obspo 2123
Nite call Frank Bud Witcosky .. Sn Luis Obspo 1534

Storage–Cold

See Cold Storage Warehouses

Storage–Household

See Moving & Storage Service

Stoves & Ranges

See Ranges & Stoves Headings

Suit Cases–See Luggage Headings

Tailors–Ladies'

MILDRED'S SEWING SHOP
1322 Park ..... Pso Robls 1084
(See Advertisement This Page)
MISSION TAILORING SERVICE
1220 Morro ..... Sn Luis Obspo 496

Tailors–Men's

MISSION TAILORING SERVICE
1220 Morro ..... Sn Luis Obspo 496
Nernof Tailoring Co 1027 Chorro .. Sn Luis Obspo-103

Tallow

San Luis Tallow Works
Clark Field. Sn Luis Obspo-2646-W
(See Advertisement This Page)

TAILORING - ALTERATIONS
PRESSING
CLEANING SERVICE
for
MEN & WOMEN
MILDRED'S SEWING SHOP
1322 PARK STREET
Phone PASO ROBLES 1084
Hours - 9 A.M. to 7 P.M. Saturdays Until 8 P.M.

Tamales–Whsle & Mfrs

ATASCADERO BRAND TAMALES
Mike Olivares — Robert Zuniga
HOME-MADE
TAMALES AND ENCHILADAS
WHOLESALE TO MARKETS
RESTAURANTS AND PARTIES
Coromar Av ..... Atascadero 113-M

Tanks

Brown T E
Wooden Tanks-Mfrs-New-Used
461 Snta Clara Av Alameda
(Toll) Call "Operator" for ... Lakehurst 3-0909
COLE WALTER R & CO
Steel-Butane-Propane & Pressure Tanks
1414-3d Oakland
(Toll) Call "Operator" for .... Highgate 4-0831
INDEPENDENT IRON WORKS INC
8th & Pine Oakland
(Toll) Call "Operator" for .... Templebar 2-0160
JOHNSON WATER TANKS
Quality First Since 1920
Durable Redwood Tanks - Keep Water Cooler - Better Tasting - No Corrosion or Rust - They Last Longer - Easily Erected - State-Wide Installation Service

"WHERE TO BUY THEM"
Johnson E A & Co 2225 Canada Glendale
(Toll) call "Operator" for ... Chapman 5-3588

DEAD
STOCK
REMOVED

WE BUY LIVE HORSES
Phone Us Long Distance Collect
Phone SAN LUIS OBISPO 2646-W WE PAY ALL CHARGES
TOP PRICES PAID FOR HIDES, PELTS, TALLOW & WOOL
PLANT: CLARK FIELD
Mailing Address: P. O. Box 767, San Luis Obispo
WE SOLICIT RESTAURANT & BUTCHER TRADE
SAN LUIS TALLOW WORKS

MISSION TAXI

WAITING ROOM AT 987 MONTEREY

Phone
SAN LUIS OBISPO

2

24-Hour Instant Service

ALL NEW LUXURY CABS
COURTEOUS SERVICE - DEPENDABLE, CAREFUL DRIVERS
PASSENGERS FULLY INSURED

OFFICIAL SOUTHWEST AIRWAYS LIMOUSINE SERVICE

Residence Phone San Luis Obispo 2017-W

987 MONTEREY — SAN LUIS OBISPO

When In A Hurry To Go Near or Far
Call The Two-Way Radio Car

INSTANT
24-HOUR
SERVICE

OWL
RADIO
TAXI

Phone
SAN LUIS
OBISPO

300

Courteous
Safe
Drivers

974 MONTEREY — 100% UNION — SAN LUIS OBISPO

Tax Consultants

Boyce J Earle
Bank of America Bldg.....Sn Luis Obspo 886
Chope J P Wickenden Bldg.....Sn Luis Obspo 162-M
HALL WILLIAM O 1135 Chorro..Sn Luis Obspo 2114
VAN HORN OTTO B 612-12th.....Pso Robls 1414

Taxicabs

Avila Taxi Service Avila.....Sn Luis Obspo 8-R-1
Bewley's Cab Co 403 Cypress.....Pismo Bch-67
BROWNIE'S TAXI N Highway.....Atascadero 292
DELUXE CABS
960 Higuera.....Sn Luis Obspo 40
GRAY CAB CO
960 Higuera.....Sn Luis Obspo 845
(See Advertisement This Page)

Taxicabs—(Cont'd)

Mickey's Taxi 106 Bridge.....Aroyo Grnde 104
MISSION TAXI CO 987 Monterey....Sn Luis Obspo-2
(See Advertisement Opposite Page)

MORRO BAY SERVICE CENTER
Parcel Delivery - Messenger Service
Room Rental Service - Cabin Reservations
24-Hour Service
SERVICE CENTER TAXI
Deep Sea Fishing Arrangements
Tickets for All Boats
Cleaning & Laundry Station
395-5th.....Morro Bay 2211

Obispo Taxi 882 Marsh.....Sn Luis Obspo 47

(Continued Next Page)

(SPECIAL RATES ON OUT OF TOWN TRIPS)

VETERANS

GRAY CAB CO.

ALL VETERAN DRIVERS

Safe
Insured

Courteous
Drivers

Call San Luis Obispo 40 or 845

24-Hour Service

Always the Latest Model Cabs

960 Higuera at Morro — San Luis Obispo

It Pays
To Answer Telephone Calls
PROMPTLY

Prompt answering of a telephone's ring is thoughtful, courteous—and good business.

Who
SELLS IT?
When a specific product or service is needed and there is an uncertainty as to who sells it
THE
Classified
TELEPHONE SECTION
Will Direct You

Taxicabs—(Cont'd)

OWENS TAXI

SPECIAL RATES
OUT-OF-TOWN TRIPS
867 Higuera.....Sn Luis Obspo 1930
If no answer call...Sn Luis Obspo 909-M

OWL RADIO TAXI CO
974 Monterey.....Sn Luis Obspo 300
(See Advertisement Page 122)

PASO ROBLES YELLOW CAB CO
1245 Spring.....Pso Robls 488

Veterans Cab Co
960 Higuera.....Sn Luis Obspo 845

WARD'S TAXI
Cypress & Pomeroy.....Pismo Bch 222

YELLOW TAXI CO
987 Monterey.....Sn Luis Obspo 100
(See Advertisement This Page)

Tea Rooms—See Restaurants

Teachers

See Schools; also Specific Types of Instruction

Telegraph Companies

Western Union Telegraph Co
Carlton Hotel.....Atascadero-5
Western Union Telegraph Co
1208 Spring. Pso Robls-131
Western Union Telegraph Co
979 Monterey. Sn Luis Obspo-1670

YELLOW CABS

24-Hour Service
SAN LUIS OBISPO
100
999 MONTEREY
Sedan Service - Reasonable Rates
Passengers Insured
Reliable Courteous Drivers
Cadillac Cars
We Are the Only Cab Co.
in Town That Meets All Trains
Stand Next to Obispo Theatre
999 MONTEREY
Res. Phone San Luis Obispo 2017-W

Telephone Companies

ARCHITECTS & BUILDERS SERVICE

Free advisory service on advance planning of telephone facilities in new building construction is available to architects, owners and builders. Costly alterations after completion of the building are frequently avoided through proper advance planning.

"SERVICE RENDERED BY"
PACIFIC TELEPHONE & TELEGRAPH CO THE
Call Your Local Business Office Listed Below

PACIFIC TELEPHONE & TELEGRAPH CO THE
Business Offices
Arroyo Grande
112 W Branch.....Aroyo Grnde 466
Atascadero 717-14th Paso Robles
Ask "Operator" for.....Business Office
(No charge for calls to Business Office)
Cambria 968 Monterey Sn Luis Obispo
Ask "Operator" for.....Business Office
(No charge for calls to Business Office)
Cayucos 968 Monterey Sn Luis Obispo
Ask "Operator" for.....Business Office
(No charge for calls to Business Office)
Morro Bay 968 Monterey Sn Luis Obispo
Dial "Operator" & ask for..Business Office
(No charge for calls to Business Office)
Nipomo 112 W Branch Arroyo Grande
Ask "Operator" for.....Business Office
(No charge for calls to Business Office)
Paso Robles 717-14th.....Pso Robls 133
Pismo Beach 968 Monterey Sn Luis Obispo
Ask "Operator" for.....Business Office
(No charge for calls to Business Office)
San Luis Obispo
968 Monterey.....Sn Luis Obspo 2000
Santa Margarita 717-14th Paso Robles
Ask "Operator" for.....Business Office
(No charge for calls to Business Office)
Templeton 717-14th Paso Robles
Ask "Operator" for.....Business Office
(No charge for calls to Business Office)

Termite Control

KYLE COMPANY 1609 Osos.....Sn Luis Obspo 546

Theatres

Bay Theatre 464-5th.....Morro Bay-3011
Elmo Theatre Morro.....Sn Luis Obspo-1036
Fair Oaks Theatre.....Aroyo Grnde 416-F-2
Fremont Theatre Monterey.....Sn Luis Obspo-71
Grande Theatre 108 Branch.....Aroyo Grnde-106
Hi-Ho Theatre 1436 Spring.....Pso Robls-777
La Moda Theatre State Hwy.....Atascadero-143
Obispo Theatre 993 Monterey.....Sn Luis Obspo-197
Pismo Theater 250 Pomeroy.....Pismo Bch 11
T & D Jr Theatre 12th.....Pso Robls-328

Thermostats—See Regulators

Tile—Ceramic, Contractors & Dealers

FAULSTICH BROS
TILE & MASONRY CONTRACTORS
Drain Boards - Bathrooms - Store Fronts
Free Estimates
Member San Luis Obispo Co. Contractor's Assn.
2900 So Broad.....Sn Luis Obspo 997

Matthies John R
San Andres Av.....Atascadero 316-W

Tile—Non-Ceramic, Contractors & Dealers

ALUMIWALL TILE—
BUILDERS MARKET 1115-13th...Pso Robls 277

ARMSTRONG'S ASPHALT TILE—
ART MESQUIT COMPLETE HOME FURNISHINGS
Bridge & Branch.....Aroyo Grnde 122
COUNTY ROOF SERVICE..
Snta Barbara Av & High...Sn Luis Obspo 1840

BESTILE WALL SHEETS

"Since 1928"
Save Up to 50%
HI-GLOSS PLASTIC COATED SHEETS EASILY INSTALLED
Many Beautiful Colors
Call Your Dealer for Free Estimate

"WHERE TO BUY IT"
BUILDERS MARKET 1115-13th...Pso Robls 277

Keene's Plumbing & Heating Serv
Stylon Plastic Tile
3045 Park.....Pso Robls 655-J

Tile-Non-Ceramic, Mfrs & Distrs

Costlow Troy L Tile & Cement Constr
Mountain Springs Rd.....Pso Robls 1076-M

Tire Chains

See Automobile Parts & Supplies Headings

Tires—Dealers

BARDIN TIRE DISTRIBUTOR
692 Marsh.....Sn Luis Obspo 1173
(See Advertisement This Page)
Chick's Tire Service 1534 Spring....Pso Robls 980
DAVIS B H TIRE SERVICE
Goodyear Tires
1233 Spring.....Pso Robls-77
FIRESTONE HOME & AUTO SUPPLY
1326 Spring.....Pso Robls 405
FIRESTONE STORES
710Higuera. Sn Luis Obspo-130

FISK TIRES

TIRE SERVICE
RECAPPING
REPAIRS
When It's Time To Re-Tire
BUY FISK
*Reg. U.S. Pat. Off.

"WHERE TO BUY IT"
DISTRIBUTOR
MADDALENA TIRE CO
Higuera&Osos. Sn Luis Obspo-79

FRENETTE'S SERVICE
S Highway.....Atascadero 355-W

GOODRICH B F TIRES

WHATEVER YOUR TIRE NEED
B.F.Goodrich
FIRST IN RUBBER
NEW TIRES
DURECAP
TIRE SERVICE
Call Your B. F. Goodrich Retailer

"WHERE TO BUY IT"
COOPERATIVE FARMERS SUPPLY CO INC
1311 Park.....Pso Robls 344

Kimball Tire Co 283 Higuera....Sn Luis Obspo 758
MADDALENA TIRE CO
Higuera & Osos.....Sn Luis Obspo 79
(See Advertisement This Page)

Tires—Dealers—(Cont'd)

PISMO TIRE SHOP 431 Pismo..Pismo Bch 186-W
(See Advertisement This Page)

RIVERSIDE TIRES—
MONTGOMERY WARD & CO
876 Higuera.....Sn Luis Obspo 2310

SEIBERLING TIRES

For fine tires and expert tire conservation service, rely on your independent Seiberling Dealer displaying this sign of QUALITY. It bears "A Name You Can Trust In Rubber."

"FOR SERVICE CALL"
WHOLESALE RETAIL
KIMBALL TIRE CO
283 Higuera.....Sn Luis Obspo 758

(Continued Next Page)

MADDALENA TIRE CO.

CHARLIE & NOEL

TIRES!
RECAPPING
Sure We Have Them
FISK & MOBIL
Higuera & Osos — San Luis Obispo 79

BARDIN TIRE DISTRIBUTOR
Complete Line of
GOODYEAR TIRES
GOODYEAR PRODUCTS
TIRES AND BATTERIES
Phone
SAN LUIS OBISPO 1173
CAR & HOME SUPPLIES - BICYCLES
J. A. BARDIN - *Owner*
692 Marsh — San Luis Obispo

PISMO TIRE SHOP
DUNLAP TIRES & TUBES
RECAPPING
PHONE
Pismo Beach 186-W
431 Pismo

WESTSIDE AUTO PARTS CO.

TIRE REPAIRS
RETREADING
AND
RECAPPING
Pennsylvania Tire Dealers
Quality Workmanship
TWO LOCATIONS
1229 Monterey and 1236 Monterey
Phone San Luis Obispo 384-J

MACRAE'S
O.K. Rubber Welders
Complete TIRE Service
ELECTRIC RECAPPING
Coast to Coast
The New Electric Process Which Does Not Injure the Sidewalls of Your Tire by Heat or Pressure.
"$25.00 Reward If My O. K. Cap Peels Completely Off"
HOOD TIRES
Telephone
SAN LUIS OBISPO
2619-R
1185 MONTEREY - CORNER TORO
SAN LUIS OBISPO

Tires–Dealers–(Cont'd)

U S TIRES
QUALITY TIRES
QUALITY RECAPS
QUALITY REPAIRS
US ROYAL TIRES
"WHERE TO CALL"
DISTRIBUTOR
KIMBALL TIRE CO
283 Higuera.....Sn Luis Obspo 758

Tires–Repairing

Bowden Seaside Station
711 Marsh.....Sn Luis Obspo 1957
WESTSIDE AUTO PARTS CO
1236 Monterey.....Sn Luis Obspo 384-J
(See Advertisement This Page)

Tires–Retreading & Recapping

DAVIS B H TIRE SERVICE
1233 Spring. Pso Robls-77
FIRESTONE STORES
710 Higuera.....Sn Luis Obspo 130
Goodyear Tire Service N Highway.....Atascadero 398
KIMBALL TIRE CO
283 Higuera.....Sn Luis Obspo 758
MADDALENA TIRE CO
Higuera&Osos. Sn Luis Obspo-79
O K Rubber Welders
1185 Monterey.....Sn Luis Obspo 2619-R
(See Advertisement This Page)
RICHFIELD SERVICE STATION NO 759
GENERAL & GOODYEAR TIRES
SALES & SERVICE
TIRES
RECAPPED & REPAIRED
SERVICE PLUS QUALITY
Highway Atascadero-119-W
WESTSIDE AUTO PARTS CO
1236 Monterey.....Sn Luis Obspo 384-J

Tires–Whsle & Mfrs

Federal Products Co
Factory Warehouse Distributors
278-4th Oakland
(Toll) Call "Operator" for.....Highgate 4-8520

It Pays
To Answer Telephone Calls
PROMPTLY
Prompt answering of a telephone's ring is thoughtful, courteous—and good business.

when a NAME RECOMMENDED has been FORGOTTEN
You remember the recommendation but don't remember the name. If you will
LOOK IN THE
Classified
TELEPHONE SECTION
You will probably recognize the name when you see it.

Title Companies

SECURITY TITLE INS & GUAR CO
1119 Chorro. Sn Luis Obspo-1015
TITLE INSURANCE AND TRUST COMPANY
777 Higuera.....Sn Luis Obspo 2533

Tobacco–Whsle & Mfrs

JUILLARD-COCKCROFT
230 Snta Barbara Av. Sn Luis Obspo-93

Toilet Goods

Merle Norman Cosmetics Studio
748Higuera. Sn Luis Obspo-1477

Tools–Retail

SKIL TOOLS—
COOPERATIVE FARMERS SUPPLY CO INC
1311 Park.....Pso Robls 344
UNION HARDWARE CO
725 Higuera.....Sn Luis Obspo 43

FOUR THOUGHTFUL ITEMS OF TELEPHONE PROCEDURE—

1. Please answer promptly.
2. Please be on the line when the party you want answers.
3. Please speak distinctly and without hurrying, with the lips close to the mouthpiece.
4. Please replace the receiver gently when through talking.

Tourist Courts–See Motor Courts

Towel Service–See Linen Supply Service

Towing Service–Automobile

See Automobile Towing

Toys–Retail

Bello Sporting Goods
Toys-Games & Wheel Goods
886 Monterey.....Sn Luis Obspo.12
BILLIE'S TOY & BABY SHOP
766 Higuera.....Sn Luis Obspo 2628-W
BRISTOW'S HARDWARE
857 Monterey.....Sn Luis Obspo 41

Tractors

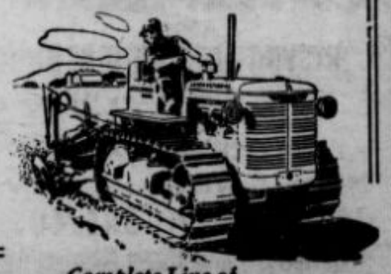
ALLIS-CHALMERS TRACTORS—
FARMER'S HARDWARE & EQUIP CO
581 Higuera. Sn Luis Obspo-852
LIVINGSTON E C CO
1236 Railroad. Pso Robls-534
CASE TRACTORS—
FARMER'S HARDWARE&EQUIP CO
581Higuera. Sn Luis Obspo-852
CATERPILLAR TRACK-TYPE TRACTORS—
MOORE JOSEPH G CO
1306 Pine.....Pso Robls 450
113 W-Chapel Snta Maria
(Toll) Call "Operator" for....Santa Maria 5

(Continued Next Page)

Telephone service is one of the unifying forces of the nation.

INTERNATIONAL HARVESTER
TRACTORS
SALES & SERVICE
FARM IMPLEMENTS

J. M. Wildman Inc.
HOME FREEZERS
INTERNATIONAL HARVESTER REFRIGERATOR
Phone
PASO ROBLES 254



Parts Dept Phone Paso Robles 99-W
1139-13TH ST. PASO ROBLES
Complete Line of
TRACTOR PARTS & SUPPLIES

Tractors—(Cont'd)

INTERNATIONAL FARM TRACTORS—
WILDMAN J M INC
1139-13th.....Pso Robls 254

MOORE JOSEPH G CO 1306 Pine....Pso Robls 450
(See Advertisement This Page)

Standard Motors & Equipment Co
1701 Monterey.....Sn Luis Obspo 3144
(See Advertisement This Page)

WILDMAN J M INC
1139-13th.....Pso Robls 254
(See Advertisement Preceding Page)

Tractors—Renting

Kiefer Edw.....Aroyo Grnde 219-F-11

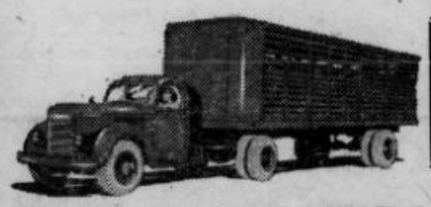
Tractors—Repairing

COLBURN T R 221-15th.....Pso Robls 1075-W
GENERAL FARM SUPPLY CO
200 Higuera.....Sn Luis Obspo 253

McCANN TRACTOR SERVICE
Tractors and Farm Equipment
REPAIRED
EXPERT DIESEL MECHANIC
WELDING & BURNING
Reasonable Rates
S Hwy-At George's Station.Sn Luis Obspo 2398
If no answer call..Sn Luis Obspo 2240-M

McCann Tractor Service
S Hwy.....Sn Luis Obspo 2398
Ruth's Tractor Repairing 1st & James..Templtn 2151
Silva's Tractor Service
211 Harris.....Sn Luis Obspo 2468-R

TRACTORS
YOUR LOCAL
INTERNATIONAL - HARVESTER
DEALER



Sales - Service
Parts - Repairs
Everything In the Line of Equipment for Your Farm

PICKUPS-TRACTORS-TRUCKS-FARM TOOLS
PHONE
San Luis Obispo 3144
STANDARD MOTORS & EQUIPMENT CO.
1701 Monterey — San Luis Obispo

"CATERPILLAR"
AND
JOHN DEERE
NEW & USED TRACTORS
AND EQUIPMENT
SERVICE & REPAIRS
Any Make Farm Equipment Repaired
JOSEPH G. MOORE CO.
1306 Pine — Paso Robles 450
Santa Maria—113 West Chapel
(Toll) Call "Operator" for Santa Maria 5

ANY TIME
When things happen unexpectedly—the demand for promptness of service is urgent. You'll find firms who render 24-hour service listed in the
Classified
TELEPHONE SECTION

Trading Stamp Companies

Sperry & Hutchinson Co The
778 Marsh.....Sn Luis Obspo 3083-W

Trailer Parks

Allens Trailer Park Simpson.....Kingsburg 9962
GROVE AUTO COURT N Highway..Atascadero 336-R
HILLTOP TRAILER PARK
101 Hwy.....Aroyo Grnde 286-F-11
Howie's Auto Court 652 Morro..Sn Luis Obispo 2932
MISSION TRAILER PARK
546 Higuera.....Sn Luis Obspo 2033-W

SEAFARER TRAILERCOACH PARK
RIGHT ON THE OCEAN FRONT
PISMO BEACH
Deluxe Restrooms
Geo. R. Harris - Mgr.-Owner
140 Ocean View Av.....Psmo Bch 401-R

SURF-SIDE TRAILER PARK
Morro Strand — at the Beach
SPACE FOR 47 TRAILERS
All Modern Conveniences
Showers — Rest Rooms — Laundry
Fishing - Clamming - Swimming
Highway & Cody.....Cayucos 4172

TRAIL-ER-IN PARK & GROCERY
Del Rio & 101 Hwy.....Atascadero 488-J
TRAILER VILLAGE 3341 Spring...Pso Robls 329

Trailers—Coach

MATHEWS' TRAILER COURT
For Rent By Month-Housekeeping
274 Higuera.....Sn Luis Obspo-1392
STOWE TRAILER SALES
New-12 to 31 Feet
Cash or Terms
996 Marsh.....Sn Luis Obspo 2701

Travel Bureaus

TRAVEL SERVICE 987 Osos...Sn Luis Obspo 418

Tree Service

Davey Tree Surgery Co
Curbaril & S Hwy.....Atascadero 359-W
Stanley Everett 447 Price.....Pismo Bch 223

Trucking

See also Motor Freight Companies Headings

Arballo Gilbert
7th & Vista Oceano.....Aroyo Grnde 435-F-4
ARROYO GRANDE TRUCK CO
GENERAL PRODUCE HAULING
FRANCHISE CARRIER OF
FARM PRODUCE
ALL KINDS OF DRY FREIGHT HAULED
201 W Branch.....Aroyo Grnde-64

Atwell Henry Berros.....Aroyo Grnde 139-F-14
BERMINGHAM ROBT L
Livestock & General Hauling
Shandon.....Pso Robls 30-F-4
If no answer call.....Pso Robls 6-F-3

(Continued Next Page)

MEL. H. CORIPPO
Construction
Materials and Equipment

PASO ROBLES
653-W
If no answer call 868

FOR RENT
Skip Loader
Dump Trucks
Concrete Mixers
Compressor and Jack Hammer
Roller

• EXCAVATING • GRAVEL • ROCK & SAND
CONCRETE CONTRACTOR
1719 Pine

Trucking—(Cont'd)

CALIF MOTOR EXPRESS LIMITED
1st.....Cayucos 2732
Paso Robles Riverside & 5th.....Pso Robls 657
San Luis Obispo 390 Pacific....Sn Luis Obspo 800

CORIPPO MEL H 1719 Pine.....Pso Robls 653-W
(See Advertisement Preceding Page)

COSTA J M & SON
Morro Del Mar.....Morro Bay 2957

CROPPER RALPH S
1919 Olive.....Pso Robls 916-W

DENNIS TRANSFER
Local&Long Distance Moving
And General Hauling
1824Nipomo.....Sn Luis Obspo-355
Drews Alfred J 246-19th.....Pso Robls 710-W
Fry Trucking Grover City.....Aroyo Grnde 433-F-4
(See Advertisement This Page)

GEORGE'S STATION & EQUIPMENT
LOAM & FERTILIZER
GENERAL HAULING
Large and Small Equipment
S Hwy.....Sn Luis Obspo 2398

GLASS TRANSPORTATION CO
GENERAL TRUCKING
Local - Long Distance
Furniture Moving
1733 Spring.....Pso Robls-258

GOULART L E
Produce & General Hauling
Stanley Av.....Aroyo Grnde 58-J

JONES CHARLES
LIVESTOCK HAULING
GENERAL TRUCKING
& MOVING
LOCAL & LONG DISTANCE
1110 Olive.....Pso Robls-1332-W

LEWEY JAY B
Livestock Hauling Local & Long Distance
512-24th.....Pso Robls 976-W
Moore Wm J Sinaloa Av.....Atascadero 693-W
Olivas Tim
10th & Farrel Oceano....Aroyo Grnde 429-F-12
(See Advertisement This Page)
Oliver Geo K.....Aroyo Grnde 139-F-2

PACIFIC FREIGHT LINES
393 Marsh.....Sn Luis Obspo 1370
Polin Burt W 1828 Johnson...Sn Luis Obspo 2352-W

GENERAL FREIGHT HAULING
Refrigerated Van for Perishables
Anywhere on Pacific Coast
ARROYO GRANDE 429-F-12
Olivas Fast Freight
10th & Farrel Grover City

Trucking—(Cont'd)

Roberts Jim S.....Aroyo Grnde 240-F-4
Ross B A Oceano.....Aroyo Grnde 150-F-5

SANDERCOCK TRANSFER CO
1708 Beach.....Sn Luis Obspo 19

SILVA MANUEL A
Contract Hauling
Local & Long Distance
200 Higuera.....Sn Luis Obspo 930
Vetter Trucking Serv Rosario.....Atascadero-3i
Winslett Troy R Oceano.....Aroyo Grnde 435-F-3

Trucks-Industrial

Alameda Distributors 1926 Everett Alameda
(Toll) call "Operator" for.....Lakehurst 3-0770

Trucks-Motor, Bodies-New

PAOLETTI & CO
Manufacturers Of Custom Built Bodies
Engineers & Designers
4529 Shattuck Av Oakland
(Toll) Call "Operator" for....Olympic 2-1914

Trucks-Motor, Dealers-New

CHEVROLET TRUCKS

Chevrolet Advance-Design trucks haul more for less—bring you brand new features. 109 models on 9 wheelbases.

CHEVROLET

"WHERE TO BUY IT"

ARLAND CHEVROLET CO
1039 Monterey.....Sn Luis Obspo 1548
NICHOLS SID CHEVROLET
1305 Spring.....Pso Robls 786

FORD TRUCKS SALES & SERVICE

FORD TRUCKS ARE "BONUS BUILT" TO LAST LONGER

Ford

"WHERE TO BUY THEM"

HARRIS TRUMAN A & SON
1302 Pine.....Pso Robls 53
LEVERENZ WALTER F Hwy....Atascadero 14
PALMER GUY W
Traffic Wy.....Aroyo Grnde 47
THRESH E H INC
1101 Monterey.....Sn Luis Obspo 102

G M C TRUCKS—
KIMBALL MOTOR SERVICE
252 Higuera.....Sn Luis Obspo 2344
MICHELMORE & WOOSTER BUICK & G M C
1501 Spring.....Pso Robls 14

(Continued Next Page)

DUMP TRUCKS — FLAT RACKS
HAULING
SAND - ROCK - GRAVEL - BRICK
EXCAVATING - GRADING
FRY TRUCKING
Arroyo Grande 433-F-4
1½ Blks N. Grover City Devel. Co. Tract Office

Trucks—Motor, Dealers—New—(Cont'd)

INTERNATIONAL MOTOR TRUCKS—
WILDMAN J M INC
1139-13th.....Pso Robls 254

Nichols Sid Chevrolet 1305 Spring.....Pso Robls-786
Standard Motors & Equipment Co
1701 Monterey.....Sn Luis Obspo 3144

STUDEBAKER TRUCKS—
GARRETT MOTORS
1219 Monterey.....Sn Luis Obspo 2476

Trucks-Motor, Equipment & Parts -New

Nichols Sid Chevrolet 1305 Spring...Pso Robls 786

UNIVERSAL AUTO PARTS CO
QUALITY - SERVICE - PARTS
For
ALL CARS, TRUCKS AND TRACTORS
Continuous Service
969 Monterey.....Sn Luis Obspo-1418
If no answer call....Sn Luis Obspo-2726-R

Wildman J M Inc 1139-13th.....Pso Robls 99-W

Trucks—Motor, Painting

See Automobile Painting

Trucks—Motor, Repairing

CHEVROLET AUTHORIZED SERVICE—
NICHOLS SID CHEVROLET
1305 Spring.....Pso Robls-786

Trucks—Motor, Repairing—(Cont'd)

PAUL'S TRUCK SERVICE
Paul Saueressig — Owner
COMPLETE TRUCK REPAIRS
& MOTOR REPAIRS
All Makes Cars & Trucks
Diesel Engines Our Specialty
10th & Salinas.....Pso Robls 1438-J
If no answer call.....Templeton 2532

PIMENTEL & WEAVER GARAGE
TRUCK REPAIRS
AND
MAINTENANCE
HEAVY EQUIPMENT DIESEL REPAIRS
24-HOUR SERVICE
101 Hwy.....Sn Luis Obspo 1360
Residence.....Sn Luis Obspo 1066-R

Ransome Truck Service 101 Hwy..Sn Luis Obspo 2343

Trucks—Motor, Towing—See Automobile Towing

Trust Companies—See Banks; also Title Companies

Typewriters

HILL'S STATIONERY STORE
SMITH - CORONA
PORTABLE TYPEWRITERS
& OFFICE TYPEWRITERS
Service & Repairs on All Makes
1127 Chorro.....Sn Luis Obspo-1403

(Continued Next Page)

THE TYPEWRITER SHOP

Authorized
Sales & Service

UNDERWOOD TYPEWRITERS
SUNDSTRAND ADDING MACHINES
RE-BUILTS – RENTALS – REPAIRS
FILES – SAFES – DESKS
CHAIRS – ETC.

PHONE
San Luis Obispo - 127

1014 COURT SAN LUIS OBISPO

ROYAL
TYPEWRITERS

Standard and Portable

World's No. 1 Typewriter

• VICTOR ADDING MACHINES
• CHECKWRITERS
• DUPLICATORS
• Files - Desks - Safes
All Makes Repaired
SALES - SERVICE - SUPPLIES
JOHNNY
NELSON OFFICE EQUIPMENT CO.
690 HIGUERA
San Luis Obispo 228

BOB WALKER'S
COMPLETE LINE OF OFFICE EQUIPMENT

TYPEWRITERS
Clary - Remington & R. C. Allen
Calculating & Bookkeeping Machines
SALES & SERVICE
Rebuilt - Rentals
Repairs on All Makes
Phone San Luis Obispo 681-W
785 Marsh San Luis Obispo

HANDY MAN or SPECIALIST
You're almost certain to find the person or firm to do the job you want done when you
LOOK IN THE
Classified
TELEPHONE SECTION

Typewriters—(Cont'd)

NELSON JOHNNY OFFICE EQUIPMENT CO
690 Higuera.....Sn Luis Obspo 228
(See Advertisement This Page)

PACIFIC COAST PUBLISHING CO
Remington-Rand Sales & Service
1022 State Santa Barbara (Toll)
Call "Operator" for.....Snta Barbara 3159

PASO ROBLES OFFICE SUPPLY
ADDING & CALCULATING MACHINES
TYPEWRITERS NEW & RECONDITIONED
RENTALS & REPAIRS
Curtis J.Baxter, Prop.
608-12th.....Pso Robls 481-J

Royal Typewriter Co
Johnny Nelson-Authorized Dealer
690 Higuera.....Sn Luis Obspo 228

TYPEWRITER SHOP THE
1014 Court.....Sn Luis Obspo 127
(See Advertisement Preceding Page)

WALKER R G 785 Marsh.....Sn Luis Obspo 681-W
(See Advertisement This Page)

Typing—See Stenographers—Public

Undertakers—See Funeral Directors

Uniform Supply Service
See Linen Supply Service

Unions—Labor—See Labor Organizations

Unit Heat—See Furnaces

United States Government Offices
See Alphabetical Directory Under "U S Government"

Upholsterers

ALVA GREEN'S AUTOMOTIVE TRIM & UPHOLSTERY
1234 Broad.....Sn Luis Obspo 3156-J

ART MESQUIT COMPLETE HOME FURNISHINGS
Uph Interiors-Bar Fronts And Tops Etc
Bridge & Branch.....Aroyo Grnde 122

Grand Furniture Shop
Grande Av.....Aroyo Grnde 138-F-2

HENRY'S UPHOLSTERY
REPAIR & MANUFACTURING
MAPLE FRAMES AND QUALITY FABRICS
WIDE RANGE OF PRICES
READY-MADE CURTAINS
DRAPERY YARDAGE
Free Estimates - All Work Guaranteed
572 Islay.....Sn Luis Obspo 3155-W

(Continued Next Page)

Would you like to get your share of business from customers in your neighborhood? Then why not advertise in the Classified Telephone Directory? You can call the business office of the telephone company and ask for the Directory Advertising Representative. He can help you plan an effective message.

Upholsterers—(Cont'd)

JACKMAN'S CUSTOM UPHOLSTERY
780 Pacific.....Sn Luis Obspo 2299-W
(See Advertisement This Page)

JONES SECOND HAND STORE & UPHOLSTERY SHOP 101 Hwy.....Templtn 2101

PARAMOUNT UPHOLSTERING SHOP
272 Pacific.....Sn Luis Obspo 2921-J
(See Advertisement This Page)

It is our purpose to provide service just as rapidly as possible for all who want it. We want to make the telephone more valuable and useful to everyone . . . to grow with the West and to help the West grow.

Upholsterers—(Cont'd)

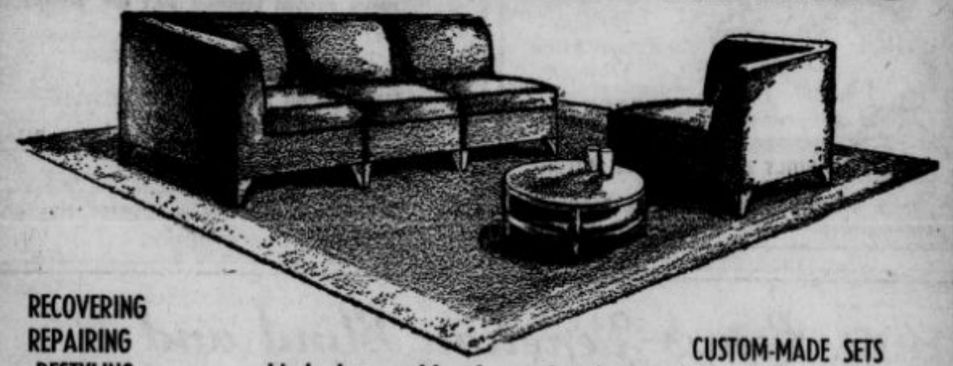
SAN LUIS STERILIZATION & MATTRESS CO
COMPLETE FURNITURE UPHOLSTERING
UPHOLSTERY CLEANING
FURNITURE MADE TO ORDER
COUNTY WIDE SERVICE
SEE OUR AD UNDER MATTRESSES
Buchon & High.....Sn Luis Obspo 405

SPINNING WHEEL UPHOLSTERY
1150 Peach.....Sn Luis Obspo-1250-W

WHITAKER'S FURNITURE
1301 Broad.....Sn Luis Obspo 1006

Plan your shopping with the Classified Telephone Directory.

CUSTOM UPHOLSTERING



RECOVERING
REPAIRING
RESTYLING
CUSTOM-MADE SETS
Upholstery Yardage for Sale
Free Estimates — All Work Guaranteed
JACKMAN'S
CUSTOM UPHOLSTERY
780 PACIFIC - SAN LUIS OBISPO
PHONE San Luis Obispo 2299-W

When
you want to find a business concern in a hurry
Look
in the YELLOW PAGES
They contain almost every type of commercial enterprise in easily found classifications.

Paramount Upholstering Shop
All Work Guaranteed
Furniture Recovering - Repairing
Refinishing
Scott-Johnson Upholstery Cleaning
Complete Auto Upholstering
Rug & Carpet Cleaning - Moth Proofing
PHONE
San Luis Obispo 2921-J
272 Pacific

KIRBY CO.
of San Luis Obispo
Authorized Sales & Service
PARTS & REPAIRS ON ALL MAKES OF CLEANERS

Kirby Since 1906

No Muss No Fuss
No Bag To Empty
Lifetime Guarantee Power Floor Polishers

Phone San Luis Obispo
1185-W

PRECISION BUILT BALL BEARING MOTOR
Free Demonstrations
Wanda Mitchell — San Luis Obispo Co. Distr.
1144½ Mill San Luis Obispo

Vacuum Cleaners–Dealers

HAMILTON J E 718 Higuera . . . Sn Luis Obspo 49

HORNOR DAVE

ELECTROLUX
VACUUM CLEANER & AIR PURIFIER
SALES & SERVICE
GENUINE
ELECTROLUX PARTS & SUPPLIES
1290 Murray Av. . . . . Sn Luis Obspo 2462-J

KENMORE VACUUM CLEANERS—
SEARS ROEBUCK & CO
Sales & Service
879 Higuera . . . . . Sn Luis Obspo 760

KIRBY CO OF SAN LUIS OBISPO
1144½ Mill . . . . . Sn Luis Obspo 1185-W
(See Advertisement This Page)

LEWYT VACUUM CLEANERS

The new vacuum cleaner that's quiet and has no bag to empty, beautifully styled, beautifully built by a manufacturer who has been making precision equipment since 1888.

Lewyt VACUUM CLEANER

"WHERE TO BUY THEM"
DISTRIBUTOR
SUES YOUNG & BROWN INC 221-11th
San Francisco (Toll) call "Operator" for . . . . . Klondike 2-1612

(Continued Next Page)

Telephone service is one of the unifying forces of the nation.

Long's Venetian Blind and Drapery Service

RETAIL - WHOLESALE
RENOVATING
FEATURING
A NEW BLIND
- DETACHABLE
  Easier for you to clean
  Un-clip and wash
- ALUMINUM OR STEEL BLINDS
- ALUMINUM CORNICES
- COMMERCIAL-RESIDENTIAL

MODERNIZE ON TERMS - FREE ESTIMATES
18 Months Unconditional Guarantee on Workmanship and Material

Warp Proof-Wear Proof-Rust Proof

Flexalum ENDURING BEAUTY IN ALUMINUM

Phone
TEMPLETON 2181
Main Street

Vacuum Cleaners–Dealers–(Cont'd)

McMAHAN FURNITURE CO
Authorized Hoover & Eureka Dealer
855 Marsh . . . . . Sn Luis Obspo 1573
WILCOX LOU 823-12th . . . . . Pso Robls 1507

Vacuum Cleaners–Repairing

Kirby Co Of San Luis Obispo
1144½ Mill . . . . . Sn Luis Obspo 1185-W

Variety Stores

Marsalek's Variety 116 Branch . . . Aroyo Grnde 131-J
Sue's Sundries 1634 Osos . . . . Sn Luis Obspo 2565-J

Vending Machines

Lee Ed 1118 Morro . . . . . Sn Luis Obspo 1939-M
O K MUSIC CO
1127 Monterey . . . . . Sn Luis Obspo 703

Venetian Blind Dealers

ACME QUALITY PAINT & WALLPAPER STORE
862 Monterey . . . . . Sn Luis Obspo 3039

AMBASSADOR VENETIANS

THE FINEST THAT MONEY CAN BUY

Ambassador Venetians

"WHERE TO BUY THEM"
PASO ROBLES
Western Cabinet Works 1000Park . . Pso Robls-289
SAN LUIS OBISPO
Southern Pacific Milling Co
Santa Barbara Av. . . . . Sn Luis Obspo-2200

ART MESQUIT COMPLETE HOME FURNISHINGS
National Venetian Blinds
Bridge & Branch . . . . . Aroyo Grnde 122

FLEXALUM

The perfect venetian blind is made of Flexalum, the new flexible aluminum slat finished in rich plastic, advertised in leading magazines, guaranteed by Good Housekeeping.

Flexalum ®

"WHERE TO BUY THEM"
DEALERS
Acme Quality Paint & Wall Paper Store
862 Monterey . . . . . Sn Luis Obspo 3039
Carlton Furniture Co 101 Hwy . . Atascadero 374
Ekegren's Home Furnishings
420-5th . . . . . Morro Bay 2792
Wests House Of Charm
1226 Osos . . . . . Sn Luis Obspo 3080

Long's Venetian Blind & Drapery Serv
Main . . . . . Templtn 2181
(See Advertisement Opposite Page)
Whitaker's Furniture
1301 Broad . . . . . Sn Luis Obspo 1006

Venetian Blind Mfrs–Retail

COAST VENETIAN BLIND CO
861 Palm . . . . . Sn Luis Obspo 1473-J
LONG'S VENETIAN BLIND & DRAPERY SERV Main . . . . . Templeton 2181
VENETIAN BLIND SERVICE
38th & Spring . . . . . Pso Robls 707

Venetian Blind Renovating

COAST VENETIAN BLIND CO
861 Palm . . . . . Sn Luis Obspo 1473-J
Venetian Blind Service 38th & Spring . . Pso Robls-707

Ventilating Contractors

See Contractors–Heating & Ventilating

Veterinarians

Mazza D B 1241 Nipomo . . . . . Sn Luis Obspo 336
McCapes Veterinary Hospital
Highway 1 . . . . . Sn Luis Obspo 166
Paso Robles Veterinary Hospital
820-23d . . . . . Pso Robls 1436
Pulling Fred Jr N Highway . . . . . Atascadero 382
Reedy J E 834-19th . . . . . Pso Robls 546
Whitman J R N Hwy . . . . . Sn Luis Obspo 78

Veterinary Hospitals

McCapes Veterinary Hospital
Highway 1 . . . . . Sn Luis Obspo 166
Whitman J R N Hwy . . . . . Sn Luis Obspo 78

Wall Board

BUILDERS MARKET 1115-13th . . . . . Pso Robls-277

Wall Coverings

See Specific Kinds, i.e., Wallpaper, Linoleum Headings

Wallpaper

ACME QUALITY PAINT & WALLPAPER STORE
862 Monterey . . . . . Sn Luis Obspo 3039
San Luis Wall Paper & Paint Store
1126 Broad . . . . . Sn Luis Obspo 1072-R

Warehouses–Private

Hearst Warehouses Sn Simeon Cambria-28-Y-5

Warehouses–Public

Coast Counties Warehouses Tefft . . . . . Nipomo 2331
COAST COUNTIES WAREHOUSES
157 Higuera . Sn Luis Obspo-2678
FARMER'S ALLIANCE BUSINESS ASSOCIATION
945 Riverside Av . Pso Robls-115
Southern Pacific Milling Co
Oceano . Aroyo Grnde-68-F-2
Southern Pacific Milling Co Pine . . . . . Pso Robls-433

Washing Machines–Dealers

ABC HOME-LAUNDRY EQUIPMENT

For nearly a half century—
Our slogan is
"AMERICA'S LEADING WASHERS AND IRONERS"
Precision Built

ABC

"WHERE TO BUY IT"
House Of Appliances Elec Sales & Service
1226 Park . . . . . Pso Robls 1304

(Continued Next Page)

Practically everything you'll ever want to buy is listed conveniently in the Classified Telephone Directory.

Washing Machines—Dealers—(Cont'd)

BENDIX AUTOMATIC HOME LAUNDRY

The Bendix automatically washes, rinses and damp dries your clothes. For a demonstration of Bendix Automatic Home Laundry equipment visit your nearest dealer.

BENDIX automatic Home Laundry

"WHERE TO BUY IT"
RETAIL DEALERS

ART MESQUIT COMPLETE HOME FURNISHINGS
Bridge & Branch.....Aroyo Grnde 122
DERBY'S ELECTRIC SHOP
827-13th.....Pso Robls 91
EKEGREN'S HOME FURNISHINGS
420-5th.....Morro Bay 2792
McMAHAN FURNITURE CO
855 Marsh.....Sn Luis Obspo 1573

EASY WASHING MACHINES—
ATASCADERO HARDWARE
Traffic Wy.....Atascadero 133
HEATON R C CO 803-13th.....Pso Robls 29
LONG E E PIANO CO
777 Marsh.....Sn Luis Obspo-506

FRIGIDAIRE FULLY AUTOMATIC WASHER

See Frigidaire Automatic Washer with exclusive "Live-Water" washing action and Rapidry-Spin. Also, Frigidaire ironers, dryers, refrigerators, electric ranges, home freezers, water heaters.

FRIGIDAIRE MADE ONLY BY GENERAL MOTORS

"WHERE TO CALL"
SALES & SERVICE DEALERS

Atascadero Hardware
Traffic Wy.....Atascadero 133
LONG E E PIANO CO
777 Marsh.....Sn Luis Obspo 506

HEATON R C CO 803-13th.....Pso Robls 29
HICKENBOTTOM'S
745 Higuera.....Sn Luis Obspo 609
(See Advertisement This Page)
JIM'S RADIO LABORATORIES
Grand Av.....Aroyo Grnde 150-F-14
KENMORE WASHING MACHINES—
SEARS ROEBUCK & CO
Sales & Service
879 Higuera.....Sn Luis Obspo 760

Long E E Piano Co 777 Marsh.....Sn Luis Obspo 506
MAYTAG FACTORY AUTHORIZED SALES & SERV—
HEATON R C CO
803-13th.....Pso Robls 29
HICKENBOTTOM'S
745 Higuera.....Sn Luis Obspo 609
HILL'S HOME APPLIANCE STORE
Halcyon Rd &
Grand Av.....Aroyo Grnde 136-F-13
LONG E E PIANO CO
777 Marsh.....Sn Luis Obspo 506

McMAHAN FURNITURE CO
855 Marsh.....Sn Luis Obspo 1573
ROBINSON ERNIE MAYTAG AGCY
Traffic Wy.....Atascadero 582

THOR AUTOMAGIC WASHERS—
ATASCADERO HOME FURNISHINGS
Hwy.....Atascadero 484-W

Turney's Electric Shop 124 Branch..Aroyo Grnde 41
WILCOX LOU
Genl Elec-Universal-Conlon-Haag-Whirlpool
823-12th.....Pso Robls 1507

Washing Machines—Repairing

Bryan Ray Radio Electric Service
907-12th.....Pso Robls 654
KENMORE WASHING MACHINE SERVICE—
SEARS ROEBUCK & CO
879 Higuera.....Sn Luis Obspo 760
LONG E E PIANO CO
777 Marsh.....Sn Luis Obspo-506
MALLORY APPLIANCE SERVICE
721 Pismo.....Sn Luis Obspo 2365-J
McCLURE'S REPAIR SERVICE
2145 Broad.....Sn Luis Obspo 2221
If no answer call.....Sn Luis Obspo 2118-W
Robinson Ernie Maytag Agcy
Traffic Wy.....Atascadero 582

Watches—Repairing

BROWN CLARENCE 862 Higuera.Sn Luis Obspo-1312
GUTHRIE H W 741-12th.....Pso Robls 789
Marshall's Jewelry Store
790 Higuera.....Sn Luis Obspo 597
Paso Robles Jewelry Store 725-13th...Pso Robls 443

Water Companies—Bottled

ARROWHEAD & PURITAS WATER INC
866 Palm.....Sn Luis Obspo 2063-J
(See Advertisement Opposite Page)
CALSO WATER—
FORTINI LOUIS C
S Highway.....Pso Robls 1049-W
FORTINI LOUIS C
S Hwy.....Sn Luis Obspo 1934-W

CRYSTAL SPRINGS WATER CO
Yoakum Tr..Sn Luis Obspo-965
(See Advertisement Opposite Page)
VERNON SPRING WATER CO
Los Berros Canyon.....Aroyo Grnde 216-F-22

HICKENBOTTOM'S
AUTHORIZED
Maytag
Washers & Ironers
Ranges - Home Freezers
Sales & Service

PHONE
San Luis Obispo
609

Repairing on All Makes
Rolls & Parts for All Makes
Water Heaters
745 HIGUERA

Enjoy
ARROWHEAD
Spring Water
A sparkling, crystal clear mountain spring in your home

Phone
San Luis Obispo 2063-J

Drink
PURITAS
distilled
Water
California's *purest* drinking water—*ozonized* for *extra purity!*

Phone
San Luis Obispo 2063-J

Serving All Communities in San Luis Obispo County

CRYSTAL SPRINGS WATER CO.

- Pure Drinking Water
- Bottled Fresh Daily
- Dispensers - Cups - Coolers
- Distilled Water

PHONE
San Luis Obispo 965
OR CALL ARROYO GRANDE 216-F-22

Serving all Communities of San Luis Obispo & Northern Santa Barbara Counties
PASO ROBLES
ATASCADERO
GUADALUPE
LOMPOC
SANTA MARIA
MORRO BAY
PISMO BEACH
ARROYO GRANDE
SAN LUIS OBISPO

Water Companies–Public Utility

Atascadero Mut Water Co Pmpg Stn..Atascadero-11
Atascadero Mutual Water Co Highway..Atascadero-60
Cambria Pines Service Corp
N Hwy.....Cambria 101-W
Fay Water Co
Port Sn Luis.....Sn Luis Obspo 40-R-12
Oceano Water Co Oceano....Aroyo Grnde 231-F-11
Paso Robles City Water Works 13th..Pso Robls 232-W
Pismo Beach City Water Dept Dolliver..Pismo Bch 133

Water Coolers & Fountains

Crystal Springs Water Co
Yoakum Tr..Sn Luis Obspo-965

Water Heaters–Dealers

DAY & NIGHT WATER HEATERS—
SAN LUIS BUTANE DISTRS
N Hwy.....Atascadero 151
SMEE'S PLUMBING & HEATING SHOP
1302 Osos.....Sn Luis Obspo 766

FRIGIDAIRE ELECTRIC WATER HEATERS

See Frigidaire Water Heaters with fast-heating Radiantube Unit. Also, Frigidaire refrigerators, electric ranges, home freezers, automatic washers, ironers and dryers.

FRIGIDAIRE
MADE BY GIANT OF
GENERAL MOTORS

"WHERE TO CALL"
SALES & SERVICE DEALERS
Atascadero Hardware Traffic Wy..Atascadero 133
HEATON R C CO 803-13th.....Pso Robls 29
LONG E E PIANO CO
777 Marsh.....Sn Luis Obspo 506

GENERAL ELECTRIC WATER HEATERS

G-E Automatic Electric Water Heaters for all the hot water you need, when you need it. Completely automatic. No fuss. No fumes. No dirt.

"WHERE TO CALL"
SALES & SERVICE DEALER
Cline's Electric Shop
962 Monterey.....Sn Luis Obspo 13

GENERAL WATER HEATERS—
SAN LUIS BUTANE DISTRS
N Hwy.....Atascadero 151
HUGHES PLUMBING & REPAIR
361 Pismo.....Pismo Bch 74
KEENE'S PLUMBING & HEATING SERV
3045 Park.....Pso Robls 655-J
McKELVEY'S PLUMBING & HEATING
Highway.....Atascadero 394
MISSION WATER HEATERS—
SAN LUIS BUTANE DISTRS
N Hwy.....Atascadero 151

The men and women in the Bell System are used to meeting emergencies, and they are trained and equipped to carry on in times of special need. For years they have known the test of fire, flood and storm. Always before them is the tradition that "the message must go through."

Water Heaters–Dealers–(Cont'd)

RUUD AUTOMATIC GAS WATER HEATERS

For More Than 50 Years "Standard of the World" RUUD Automatic Heater with Famous MONEL Tank. "The Tank You Can Trust Because It Can't Rust"

RUUD MONEL

"WHERE TO BUY THEM"
DISTRIBUTOR
BASFORD H R CO 235-15th S F (Toll) call "Operator" for.....Market 1-8545
DEALERS
FRANSCIONI BUTANE SALES & SERV
2801 Spring.....Pso Robls 343
HEATON R C CO 803-13th.....Pso Robls 29
LONG E E PIANO CO
777 Marsh.....Sn Luis Obspo 506
SAN LUIS BUTANE DISTRS
N Hwy.....Atascadero 151
SAN LUIS ELECTRIC & HEATING SERVICE 715 Higuera..Sn Luis Obspo 561

SMEE'S PLUMBING & HEATING SHOP
1302 Osos..Sn Luis Obspo-766

WESTINGHOUSE WATER HEATERS—
SAN LUIS BUTANE DISTRS
N Hwy.....Atascadero 151

WILCOX LOU 823-12th.....Pso Robls 1507

Water Softening Equipment

CANBY'S PLUMBING HEATING & APPLIANCES
Grand Av.....Aroyo Grnde 430-F-3

CLAY ERNEST L
WATER CONDITIONERS
PERMUTIT & STOVER
WATER CONDITIONERS
FOR HOME & INDUSTRY
Free Water Analysis - Any Time
River Rd.....Atascadero-259-M

CULLIGAN SOFT WATER SERVICE
Soft Water On A Service Basis
No Equipment To Buy
No Investment To Make
No Work To Do
Industrial & Domestic Softeners for Sale
1331 Murray Av....Sn Luis Obispo 2195-W
519-15th.....Pso Robls 248-W

DAVIES TED
RHEEM
SOFT WATER APPLIANCE
Makes Your Water
Clean and Soft
Easy Terms
993 Higuera.....Sn Luis Obspo 436

HADEN K CO
WATER
CONDITIONING EQUIPMENT
RESIDENTIAL - COMMERCIAL
Guaranteed Installations
678 Marsh.....Sn Luis Obspo 3081-W

Water Treating Service

Culligan Soft Water Service
519-15th.....Pso Robls 248-W
Culligan Soft Water Service
1331 Murray Av.....Sn Luis Obspo 2195-W

Water Well Drilling

Blanchard Avery Oceano.....Aroyo Grnde 231-F-5
BRENTON R J WATER WELL DRILLER
3341 Spring.....Pso Robls 452-J
Magee M J
No 1 Hwy Oceano.....Aroyo Grnde 135-F-21
TODD & YAGER DRILLING CO
ROTARY DRILLING
SHOT HOLES - CORE DRILLING
SAND DRAINS
Water Wells Gravel Packed - Any Size
551 Lawrence Dr.....Sn Luis Obspo 675-J

TOMASINI A E
See Our Adv Under Pumps
1922 Johnson.....Sn Luis Obspo-1424

Weather Strips

KYLE COMPANY
WEATHER STRIPPING
MONARCH
METAL WEATHER STRIP
Is the Complete Answer to Your Year-Round Dust, Draft, Comfort & Fuel Problems
1609 Osos.....Sn Luis Obspo 546

Weaving-Loom

Castleweave Shop The 425-5th....Morro Bay 3212

Weed Exterminating–See Exterminating

Weighers–Public

Hitchcock A B 1221 Vine.....Pso Robls-206-R

Welding

ATASCADERO WELDING & FABRICATING
STEEL — STRUCTURAL AND
PIPE LINE WELDING
Ornamental Iron
Portable Equipment
Traffic Wy & Via Av
Traffic Wy.....Atascadero 200

Billings Henry Machine Shop
1040-13th.....Pso Robls 1306
BORRADORI SAMUEL
Specializing In
Farm & Construction Equip.
Pipe Line Welding
Modern Portable Equip.
Electric & Acetylene
.....Cayucos 2131
CHOLAME GARAGE
Portable Equipment
Shandon.....Pso Robls 26-F-6
FARMER'S HARDWARE & EQUIP CO
581 Higuera.....Sn Luis Obspo 852

Welding–(Cont'd)

FLYING DUTCHMAN WELDING SHOP
Portable Welding Equipment
3615 Spring.....Pso Robls 202-J
Jones C M Highway.....Atascadero 52
LEICHTY IVAN WELDING SHOP
1004 Salinas Av.....Pso Robls 177-J
If no answer call.....Pso Robls 249-W
Oilfield Welding Wks
1606 Riverside Av.....Pso Robls 295-M
Parker E R Boiler Works
514 Higuera..Sn Luis Obspo-2056
RATLIFF FRED P
Electric & Acetylene Welding
Portable Welding Equipment
1243 Monterey.....Sn Luis Obspo 1199
San Luis Welding Works
Ward Munger
960 Nipomo.....Sn Luis Obspo-1098
Wood H A Welding & Machine Shop
1207-13th.....Pso Robls 321

Welding Equipment & Supplies

HOBART ARC WELDER SALES & SERVICE—
ANDERSON V B CO 117 Spurgeon Santa Ana
(Toll) call "Operator" for..Kimberley 2-4487

NATIONAL CYLINDER GAS PRODUCTS
Acetylene - Oxygen - Hydrogen
Carbide - "REGO" Welding & Cutting Equipment
"HOLLUP" Arc Welders
"SUREWELD" Electrodes
Gas Welding Rods & Accessories
NCG

"WHERE TO BUY THEM"
LIVINGSTON E C CO
1236 Railroad.....Pso Robls 534

Well Castings

MONTAGUE PIPE & STEEL CO
Hard Red Water Well Casings
1999-3d S F
(Toll) Call "Operator" for....Hemlock 1-6910

Wheel Aligning & Repairing

See Automobile Wheel, Axle & Frame Repairing

Whist Clubs–See Clubs

Wicker Furniture–See Furniture Headings

Window Screens–See Screens–Window

Window Shades–Retail

ACME QUALITY PAINT & WALLPAPER STORE
862 Monterey.....Sn Luis Obspo 3039
ART MESQUIT COMPLETE HOME FURNISHINGS
Bridge & Branch.....Aroyo Grnde 122
JONES R C R S Hwy.....Atascadero 168-M
LONG'S VENETIAN BLIND & DRAPERY SERVICE
Main.....Templtn 2181

Window Shades–Whsle & Mfrs

Coast Venetian Blind Co
868 Palm.....Sn Luis Obspo 3052-W

Windows–Wood

See Millwork; also Building Materials

Wineries

Martnelli A Winery
Oak Ridge Rd.....Templtn 2974
Pesenti's Winery.....Templtn 2791
Rotta Winery.....Templtn 2991

Wines–Retail

EL CAMINO LIQUOR STORE
960 Monterey.Sn Luis Obspo-1821
Frank's Liquor Store 1019Chorro.Sn Luis Obspo-1022
Osos Liquor Store 1601 Osos.....Sn Luis Obspo-42
Pergola Liquor Store 978 Morro...Sn Luis Obspo-755

REGINA WINES—
WIEDERSHEIM & LANGDON
304 Higuera.....Sn Luis Obspo 293

Waldorf Cafe 975 Osos.....Sn Luis Obspo-1002

Wines–Whsle

Glaser Bros 735 Marsh.....Sn Luis Obspo 1600

GRAPE GOLD WINES—
FORTINI LOUIS C
S Highway.....Pso Robls 1049-W

JORDANO'S INC
ISC-Petri-Grape Gold
1321 Carmel.....Sn Luis Obspo 1253
JUILLARD INC 228 Snta Barbara.Sn Luis Obspo-1248
Morganti L J Co 698 Higuera....Sn Luis Obspo 2440

PETRI WINES—
FORTINI LOUIS C
S Highway.....Pso Robls 1049-W

Women's Accessories–Retail

Minelle's Lingerie
1117 Chorro.....Sn Luis Obspo 1448-W
Vogue The 1233 Park.....Pso Robls 70

Women's Wearing Apparel–Retail

ANITA FROCKS 758Higuera....Sn Luis Obspo-2794
Bay Smart Shop 435-5th.....Morro Bay 2811
Chambers Dress Shop 1214 Park.....Pso Robls 74
COMMERCIAL CO THE
303 Branch.....Aroyo Grnde 202

DOKO'S VARIETY STORE

Complete
VARIETY STORE
Women & Children's
Wearing Apparel
Price & Pismo.....Pismo Bch-51

Harding Dorotha M Dress Shop
636Price.Pismo Bch-324
HART'S DRESS SHOP 1321 Park...Pso Robls 1041
Kipper's 853 Higuera.....Sn Luis Obspo-207

LACTERMAN'S

Where You Will Find Nationally Advertised
COATS - SUITS - DRESSES
FURS & ACCESSORIES
POPULAR PRICES
"Where Fit Is Always Guaranteed"
728 Higuera.....Sn Luis Obspo 1285

MINELLE'S LINGERIE
Mrs Olive B Wilson-Prop
1117 Chorro.....Sn Luis Obspo 1448-W
Mode-O-Day Shop 720 Higuera....Soledad 1655-M

Women's Wearing Apparel–Retail–(Cont'd)

MOTZ STYLE SHOP
Margaret McNeil-Prop
856Higuera.....Sn Luis Obspo-1054
RILEY'S 749 Higuera.....Sn Luis Obispo 36
RUMLEY'S DEPT STORE 5th.....Morro Bay 3251
Ru-Mae Shoppe
Mary Hammack Smith-Prop
1123 Chorro.....Sn Luis Obspo-1718
Smith Leonore M 126Branch.....Aroyo Grnde-9
Unique Shop The
1126½ Chorro.....Sn Luis Obspo 1538-W
Vogue The 1233 Park.....Pso Robls 70
Wendel's Ladies Ready To Wear
Chorro & Higuera.....Sn Luis Obspo 162-W

Wood

Elisarraraas T.....S Margrita 26-J
Fletcher H J Oak Flat.....Pso Robls 3-J-3
Guerrero Lino 1429 Riverside Av...Pso Robls 702-W
Loomis E C & Son
Dry Oak Fireplace & Heater Wood
415 Branch.....Aroyo Grnde 32
WEBSTER JACK
Wood That Burns
Grand.....Aroyo Grnde 240-F-13

Woodworkers' Equipment & Supplies

EBY MACHINERY CO THE 2635 Peralta Oakland
(Toll) Call "Operator" for.....Templebar 2-8687

Wrecking–Automobile

See Automobile Wreckers

Yarn–Retail

CONNIE'S ADORABLE BABY SHOP
1322 Spring.....Pso Robles 339-M
HAMILTON J E 718 Higuera....Sn Luis Obspo 49
HAMILTON REA KNIT & ART SHOP
718 Higuera.....Sn Luis Obspo 49

Telephone service is a friendly service. The people who operate and maintain it take a genuine satisfaction in serving you pleasantly and well. People who use the telephone a great deal find that friendliness is an instinctive habit. The telephone helps folks to know each other better.

Don't Throw It Away

Things around the house you consider useless — may need only minor repairs to make them serviceable. Call a service man near you.

LOOK IN THE
Classified
TELEPHONE SECTION

CALIFORNIA TELEPHONE DIRECTORIES

WHITE PAGES

LOCALITY: San Luis Obispo County, Adelaida, Arroyo Grande, Atascadero, Avila Wharf, Baywood Park, Cambria, Camp Roberts, Cayucos, Circle M Ranch, Gorda, Hacienda, Kozy Kove Ranch, Lucia Lodge, Morro Bay, Nipomo, Oceano, Pacific Valley, Parkfield, Paso Robles, Pismo Beach, Port San Luis Wharf, Salmon Creek, San Miguel, San Simeon, Santa Margarita, Shandon, Shell Beach,Templeton, U.S. Lighthouse Station, Willow Springs Maintenance Camp

YEAR: January 1949

SAN LUIS OBISPO COUNTY

This section of the directory includes listings of subscribers in the communities shown below.

ADELAIDA (See Paso Robles)
ARROYO GRANDE
ATASCADERO
AVILA WHARF
BAYWOOD PARK
CAMBRIA
CAMP ROBERTS
CAYUCOS
CIRCLE M RANCH
GORDA
HACIENDA
KOZY KOVE RANCH
LUCIA LODGE
MORRO BAY
NIPOMO
OCEANO (See Arroyo Grande)
PACIFIC VALLEY
PARKFIELD
PASO ROBLES
PISMO BEACH
PORT SAN LUIS WHARF
SALMON CREEK
SAN MIGUEL
SAN SIMEON (See Cambria)
SANTA MARGARITA
SHANDON (See Paso Robles)
SHELL BEACH (See Pismo Beach)
TEMPLETON
U. S. LIGHTHOUSE STATION (See Cambria)
WILLOW SPRINGS MAINTENANCE CAMP

Listings of San Luis Obispo subscribers may be found in the other white section of this directory.

JANUARY 1949

ADELAIDA

(For Subscribers see Paso Robles)

ARROYO GRANDE

J. E. Gooding, Manager

BUSINESS TRANSACTIONS WITH TELEPHONE CO.

The Pac Telephone & Telegraph Co 112 W Branch..466

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Anderson Andrew C r Tally Ho Rd.....443-J
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Anderson John contr Pike Rd & 7th.....447-F-3
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From Arroyo Grande Exchange only
(No Inter-City Charge)
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ATASCADERO

J. E. Gooding, Manager

BUSINESS TRANSACTIONS WITH TELEPHONE CO.

Telephone Calls, mail payments and correspondence

The Pac Telephone & Telegraph Co....717-14th St
Paso Robles
Ask Operator for....Business Office
(No charge for calls to Business Office)

Payments in person and personal visits

The Pac Telephone & Telegraph Co....Traffic Way
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Chandler Albert J r Olmeda Av....87-M
Chaney Frank P r DelRio....249-W
Chapin D A r S Hwy....378-J
Chase Frederic B Mrs r San Andres Av....132-W
Cheek Fred r....391-M
Childers Clem r San Rafael Av....127-J
Christensen Alice Mrs r Snta Rosa Rd....35-J
Christian E F r Palma Av....392-M
Christianson Donald C r Tunitas & Juanita Av....433-W
Clark Hartley r Portola&SntaLuciaAv....88
Clark Helen G Mrs r Colima Rd....349-W
Clark J S r Snta Rosa Rd....211-R
Clark W E r S Highway....355-J
Clay Ernest L watr softeners River Rd....259-M
Clayton W W B Burgermeister Distr
TrafficWy&Honda....94
Clemence V L r State Hwy....48-W
Clemmensen Chas r N Hwy....496-M
Clothier F C r N Highway....88-F-12
Cloud J C r Portola & Ardilla Rd....210-J
Colombo J F r Olmeda....392-W
Community Church Palma Av....33-W
Comyns Willard H Mrs r Santa Lucia Av....273-J
Comyns Wm L Lt Col r Santa Lucia Av....273-J
Cook Dandridge Mrs r N Hwy....43-J-1
Cook Steve r Miramon Av....372-J
Cook W Allen r Traffic Wy....309-J
Cook Walter L r Palma Av....339-W
Cooper Eric B r ParadiseVlyRd....44-F-11
Cordry Emma r SanGabriel....257-W
Cornelius Elsa R rl est N Highway....300
Cornelius Elsa R r Delzura Av & Bajada....145-R
Cornell Dani J Bkkpng Serv Traffic Wy....235-W
Cornell W E r Sonora Av....221-M
Correll Dora Mrs r Palma Av....585-W
Craig Rowena Hannan Mrs r Snta Lucia....273-R
Cryder F J auto reprng Morro Rd & Snta Ynez....47
Cully D L r Cortez Av....217-W
Cunningham Leo T r Paradise Vly Rd....44-F-13
Cuppers Ethel r RamonaAv....40-R
Curneen F E r Ensenada Av....328-M
Currier E J r Ardilla Rd....12-F-4
Currier L R r Ardilla Rd....12-F-3
Cyr Frank E r Palma....350-J

D

Dahman H E r Maricopa Rd....12-F-2
Daves Ben E r Monterey Rd....443-W
Davey Tree Surgery Co Curbaril & S Hwy....359-W
Davis Chas F r Atascadero Av....489-J
Davis Jas R r Traffic Wy....309-R
Davis P A r....80-F-4
Davis Ray r Olmeda Av....187-W
Davis W J r Snta Rosa Rd....581-J
Dean W M r Colorado Rd....127-R
Dean's Norwalk Service Hwy....420
Decker L Albert r SHwy....310-R
De Cou Jerry W Jr r Carrizo Rd....241-J
Dee Carson M r Sinaloa....383
Delahoyde Jas F r Alcantara Av....697-R
Delano Wm W r Miramon Av....262-J
Dell'Anno Gene Rev r San Vincente Rd....309-W
Dell Auto Court 101Hwy....332
Devens R A r Carmel Rd....42-R-3
Dewlaney C W Dr dntst S Highway....82
Dickenson C H r Alamo Av....196-J
Diffin Wm H r Rosario Av....331-R
Dixon Geo r RiverGardens....249-J
Dodder C O r Capistrano Av....457-W
Dodge Le Roy S r S Hwy....41-J-4
Dodge Roy r Rosario Av....287-M
Doheney Marie Mrs r S Hwy....137-R
Donatelli A r Atas & San Gabriel Rd....205-M
Dorgan M G r Ensenada Av....62-J
Dorgeloh Dale D r Alcantara Av....208-J
Doser Ruth Miss r N Hwy....215-W
Dulaney Stella r Traffic Wy....395-M
Dulitz Alice r Marchant Av....264-W
Dulitz John A r Sn Gregorio Rd....265-J
Duncan W H r Sinaloa Av....121-R
Duniven Jas r Curbaril Av....454-M
Dunkin's Electrical Appliances Hwy....244-M
Dunn Geo W r Snta Ynez Av....430-W
Dunn Max fire dept TrafficWay....56
Dupertuis Jean r N Highway....25-W
Dupree Chas L r S Highway....340-W
Durrels J P r Rosario & Marquita Av....445-W
Dyball Francelia r Miramon Av....312-M

E

Eagle Ranch Atascadero....71-F-22
Eaglet Club Room Eaglet....70-R
Earl Albert T r Curbaril Rd....454-R
Eastman John H Transportation & Storage
N Hwy....171
Edwards Lee r Portola Rd....583-J
Eells W L Mrs r Arcade Rd....114-J
Eifort Jack E r Del Rio Rd & Potero....58-J
Eisenbise Chas W r San Gabriel Av....173-W
El Camino Auto Lodge N Highway....238-J
Elliott Curtis G r Eaglet....270-R
Elliott Dudley C r Rosario Av....233

Elliott's Pharmacy Highway....34
Ellis John S r Monterey Rd....389-W
Elmore Harold L r Monterey Rd....389-R
Elsasser Fred r Lamoda....282-W
Engel Bertha A Mrs r N Highway....289
Evans John M r Barrenda Av....29-W
Evans Richard Mrs r Sinoloa Av....592-J
Evers Carl A r Sn Blas Av....37-M
Ewalt W B r S Highway....22
Ewers Jas N r Maraquita Av....140-J
Ewing R H r Olmeda Av....307-W
Eyraud Joe r Santa Rosa Rd....35-W

F

F & G Exchange Eaglet....345-W
Falaschi Harry r Conejo Rd....71-J
Farnsworth R E r Marchant Av....495-W
Farrington Raymond P r Portola Rd....131-W
Fauver Neva Mrs r Curbaril Av....468-J
Feliz J S r Magdalena Av....253-J
Fenny Everett r Maraquita Av....303-W
Ferguson G Glenn r Barrenda Av....387-J
Ferguson N D r N Highway....183-J
Ferguson R A r Sn Gabriel Av....256-R
Ferguson W J r Mariquita Av....590-W
Ferneyhough Wm r Ardilla Rd....322-J
Finch Geo B r Portola Rd....277
Fink J W r Marquita Av....396-R
Fire Department TrafficWay....56
Fischer Annie r San Blas Av....379-M
Fisher K M Mrs r Palma Av....68-W
Fisk Wm r Bajada Av....122
Foraker Geo W r San Pedro Av....200
Ford's Mushroom Farm Eaglet....70-M
Forsyth Ann Mrs r SanGregorio....228-W
Fortini Clementine r Coromar Av....313-M
Foster's Chicken Dinner S Hwy....92
Foulk A L Dr r Cascabel Rd....358-R
Fox G W r Olmeda Av....26
Fox Lumber Co Snta Lucia Av....16
Frame W E r Portola Rd....173-J
Francis Edw K r Bajada....254
Frandsen Frank Mrs r Portola Rd....250-R
Frank Fred r Monterey Rd....198-M
Fraser Annie Mrs r N Hwy....585-J
Freeman Jas O r S Hwy....91-W
Frenes Robt A r Cristobal....112-R
Frenette's Service S Hwy....355-W
Freydl E J r Magnolia Av....274
Friend B B r Palma Av....598-W
Fritz J C r Navajo Av....276-J
Fritzi Ann Highway....2
Frosted Malt Shop N Hwy 101....335-J
Fruits H C r Keetch Bldg....282-R

G

Galli Lee r San Anselmo Rd....389-J
Gambel Wilbur r Los Gatos Rd....273-W
Gambel Willard E r Del Rio Av....296-W
Garcia Delmar r Portola Av....454-J
Garcia Tony Constr Equip Rentals Snta Ysabel Rd....592-W
Gardner John T r Carmel Rd....42-J-2
Garrity Thos r Portola....210-M
Garrity W C r Portola Rd....210-R
Gee Chas Mrs r Santa Ynez Av....469-J
Gee Chas E rl est TrafficWay....333
Gervais D r Sn Gabriel Rd....308-J
Gibson F M r N Highway....40-W
Gillis John r Rosario....65-W
Gills E W r S Highway....3-J
Gilstrap Roy r Olmeda....214-R
Giron Chas r Atas Av....130-J
Gleason Dwight r Paradise Vly....44-F-3
Glen Oaks Grocery SHwy....377
Glosser Phillip r Palma Av....336-M
Goerke Carl r DelRio....262-R
Goodnight Charles H Dr r PortolaRd....329-J
Goodrich Russell C r Atascadero Av....584-W
Goodwin Chas E r EagletHeights....114-M
Goodwin Harrison B r N Highway....465-J
Goodwin Jas r River Rd....391-R
Goodyear Tire Service N Hwy....398
Gordinier J D r Hwy....373
Goss C R r Marchant Rd....495-R
Gouff Mitchell r Highway....468-W
Gould Wanda Mrs r Sinaloa Av....432-W
Gow Katherine Mrs r Curbaril Av....584-M
Grabenstein Jacob r Miramont....372-M
Gray A L Tasco Serv Stn SHwy....99
Gray Alvin r Curbaril Av....313-W
Graybill Roy W r San Gabriel Rd....343-W
Gray's Funeral Chapel & Crematorium S Highway....98
Greenaway David J r Atascadero Av....469-W
Greene Myrtle A Dr r Ramona Rd....344-M
Greyhound Bus Depot Highway....237
Grisanti Hardware Hwy....580
Grisanti Jos r Bajada Av....388-M
Grove Auto Court N Hwy....336-R
Guches Geo r Rosario Av....376-M
Guest Richard r Santa Lucia Av....348
Guinn C L r SnGabriel....343-J
Gustafson Lester W r Monterey Rd....482-J
Guy Hazel M Mrs r Santa Ynez Av....360-M
Guy Lester L r Sn Gabriel Rd....691-W

H

Haberkern Chas F r S Hwy....41-R-3
Habersaat Louis r Sinaloa Av....137-M
Hageman W H r S Hwy....317-J
Hagie-DeCou Lumber Co S Highway....43
Hagie Ralph r Rosario Av....260
Halden Duke r Portola....293-R
Hale Girard Van B r Eagle Ranch....71-F-21
Hamann J M r Portola Rd....165
Hamilton Albert r S Hwy....453-M
Hamilton Eva r Alcantara Av....347-J
Hammock Chas & Son Paint Shop N Highway....176
Hansen Mary Jane Mrs r N Highway....231-R
Hanson W E r Tunitas Av....17
Hardy D E r Del Rio Av....216-M
Harmer John E r Snta Ynez&Navajo Av....281-W
Harp Russell r Portola Rd....453-W
Harper Ernest I r N Highway....271-W
Harris Gordon L r Carmel Rd....42-J-1
Hart Ross E r Navajo Av....263-R
Harter Chas E r Atascadero Av....269-W
Harter's Highway....28-W
Hartley Percy B r Route 1....80-F-11
Hartranft C A r Hidalgo & Dolores....364-J
Hartsell W H r Navajo Av....32-W
Hasta Manana Motel S Highway....168-W
Hathway Ella r Atascadero Av....131-R
Hawkins Sammy r Rosario Av....376-J
Haynes Price L r Eaglet....378-W
Healey John R r Santa Ysabel Rd....213-J
Heaton Donald E r Monterey Rd....482-M
Hegstrom J R r DelRio....296-M
Heilmann Bros River Rd....259-W
Heilmann Hans r Riverroad....226-R
Heilmann Kurt r Rancho Atascadero....217-J
Helen's Beauty Salon Traffic Wy....146
Henderson Brokerage Co Highway....194
Henderson G Earl r S Highway....101-J
Hendricks Ada r Rosario Av....445-R
Henrekin D E r Barrenda....29-M
Henry A H r NoHighway....88-F-4
Henry Donald r Traffic Wy....77-R
Hern Harold E r Carmel Rd....42-R-2
Herrmann Fred L r N Highway....488-R
Herrmann's Built-Rite-Woodwork N Hwy....488-R
Herz Vincent J r Santa Cruz Rd....294-R
Hess Robt Rev r Barrenda Av....224-M
Hessel Dessie Mrs r Curbaril Av....486-J
Hessick Poultry S Hwy....251-W
Hewitt Harry r MaricopaRd....338-J
Hickerson Ruth P r Sinaloa Av....693-J
Hicks Harold r Casabel Rd....358-J
Hier Johnson Brokerage Traffic Way....690-W
Higgins Ethel L r Portola Rd....250-M
Hi-Hat Cocktail Lounge Highway....164
Hill Donald r Navajo Av....326-W
Hoadley E W r San Gregorio Rd....265-W
Hobbs E first Miramon Av....54
Holler Geo r N Hwy....465-W
Hollingsworth John W r....41-R-1
Holtermann Stephen r Portola Rd....485-M

Holtzbauer F J r NavajoAv....208-W
Honeycutt Ray r S Hwy....106-R
Hooper M F r Olemeda Av....144
Hoover Mary Mrs r Rosario Av....376-J
Hopper E E r Morro Rd....227
Hotel Atascadero S Highway....197
Houchin Edda r Barrenda Av....224-J
Huckaby E N r S Hwy....91-M
Humphrey Ray V r SntaYnez....276-W
Hungerford W C r Magdalena Av....203-W
Huse H W r Bajada Av....388-W
Huxford Ted r Honda Av....65-J
Hylton J Paul r Sn Gabriel Av....308-R

I

Ilgenfritz C W r Ardilla Rd....322-M
Isbell Ralph C Rev r MagnoliaAv....285-W
Iverson Richard r Atascadero Av....132-M

J

Jacob Harold r Atascadero Av....327-J
James Clennie E Mrs r Atascadero Av....112-J
Jarvis P D Atascadero Guarantee Building-
Loan Assn Highway....147
Jarvis P D r Sn Pedro Av....150
Jay W O r Snta Lucia Rd....111-R
Jenkins & Haynes gar Curbaril Av....591-J
Jennings Homer r Morro Rd....325-M
Jennings Jas r Atas Av....44-J
Jermin Thomas E r Tunitas Av....323-W
Jiffy Cafe Hwy....337
Johnson Al r Sn Gabriel Rd....35-R
Johnson Albin r Riveroad....391-W
Johnson C Hier r Maricopa....148-W
Johnson Irene r Cristobal Av....181-R
Johnson Mary r N Highway....351-J
Johnson Paint Store Highway....119-J
Johnston Wayne rnch Sn Gabriel Av....497-R
Jones C M Blacksmith Highway....52
Jones Chas M r Eaglet Heights....270-W
Jones J E r S Hwy....340-M
Jones Lourena A r Marchant Av....495-M
Jones R C R linoim & shades S Hwy....168-M
Jones Robt C R r Ensenada Av....62-W
Jones Roberta C r Capistrano Av....104-M
Jones W E r N Highway....465-M
Joslin J M r PortolaRd....206-J
Judd Golda r Curbaril & Atascadero....385

K

Keller J Edw r Sn Benito Rd....129-M
Keller R B r SantaYnez....204-M
Kennedy W A r Hidalgo Av....367-M
Kenney Bert r N Highway....271-R
Kenney Rowland r Sn Gabriel Rd....497-J
Kenny Jas S r Portola Rd....390-R
Kimber Poultry Breeding Farms Snta Cruz Rd....42-W
King D L Mrs r Olmeda Av....464-M
Kirk B H r Santa Ysabel Av....449-J
Kirkpatrick Wm r Entrada Av....686-J
Kiseila Jos r Snta Rosa Av....314-R
Kitto Arthur C paintr Mamiceto Av....499-J
Kleck E E Dick r San Blas & San Gabriel....691-R
Klein Chas W r Coromar Rd....113-R
Knight Kenneth Mrs r S Hwy....317-M
Knutson Knute A r River Gardens....367-J
Koch Frank L r Capistrano Rd....328-W
Kramer Alida Mrs r Navajo Av....275-W
Kratz John r Curbaril Av....121-W
Kullgren Wm r Alamo Av....212
Kunkee A F Atascadero Hardware Traffic Wy....133
Kunkel John H r N Hwy....324-J
Kunkee A F r Nogales Av....55-W
Kyle Charles r RiverGardensRd....364-W

L

Lain Ben T r N Hwy....443-M
La Moda Theatre State Hwy....143
Lancaster R F r S Hwy....40-R-3
Lane Emma M Mrs r Eaglet....114-W
Lane John C r Junipero Av....106-W
Langston J L r Sn Rafael Av....127-W
Larder Geo r Snta Cruz Rd....58-R
Larsen Hans Oakwood Auto Camp N Highway....229
Larsen Harry B r Snta Ana Rd....111-W
Lauritson T C r Maricopa Av....198-J
Lawrence Martha C Mrs RN r Rosario Av....196-M
Lawrence T H r Coromar Rd....301-W
Layton Glenn L r Curbaril & S Hwy....359-W
Lee J L r Santa Rosa Rd....96-J
Lee Quinton C r S Hwy....40-J-1
Lee's Men's Store Hwy....357
Leichty Eva Mrs r Snta MargaritaGardenFarms....80-F-21
Leverenz Walter r N Highway....40-M
Leverenz Walter F auto repairs Highway....14
Lewis E G r Highway....1
Libbey C J r Hidalgo Av....312-W
Lightbody E C Mrs r Eaglet Hts....242-J
Lillo D John r S Hwy....386-M
Lindsay Pat J r Maraquita Av....590-R
Littleton's Hatchery Atas Av & Santa Rosa Rd....117-J
Locke F C r Olmeda Av....68-M
Locke J F r Sn Blas Av....691-J
Locust Grove Inn & Motel N Highway....155
Log Cabin Cafe S Hwy....9
Loose Kathleen r River Gardens....367-J
Loosemore John r N Hwy....384-J
Lord Donald J r PortolaRd....250-J
Lorenz H C r Del Rio Av....216-W
Luiz A P r....80-F-12
Lumley Harry r Portola Rd....232

M

Macagni A P r Cortez Av....53-R
Mack L A r San Jacinto....588-W
Mac's Liquor Store N Hwy....384-W
Maddalena Clem r SntaRosa....220-J
Maize John H r Monterey Rd....389-M
Mallett's Refrigeration Service SHwy....304-W
Mann Barbara Mrs r Rosario Av....376-R
Manning Irwin r Olmeda Av....307-R
Manning W W r Sombrillo Av....272
Mansfield M Eileen r S Hwy....128
Marshall Harry W r Atascadero Av....347-W
Marshall Kenneth K r Navajoa Av....264-J
Martell Rodolfo r N Hwy....496-J
Martin Frank B r....44-F-5
Martindale Harvey r Portola Rd....453-J
Martinez Wm J r Dolores Av....395-W
Marx Louis r N Hwy....151
Mason Rosa E r N Hwy....97-R
Masonic Hall Hier Bldg....480
Mathews A D r San Gregorio Rd....265-M
Matthews Chas P r N Hwy....465-R
Matthies John R tile contr San Andres Av....316-W
Mattice Ercal S r Atas & Portola Rd....327-R
Maury's Cleaning Service Capistrano Av....387-R
Maxwell Margaret M r Palmo Av....68-J
Mayta L F r Hwy....310-J
Mazza Chas r PortolaRd....37-R
McCabe Jos r Ensenada Av....285-M
McClellan G W r Navajo Av....32-R
McCoy Mary L r N Hwy....8
McCue Robt F Mac's Liquor Store N Highway....384-W
McDaniel Allan r Santa Lucia Rd....273-M
McFarland E F r Dolores Av....225-M
McFarland H W r N Highway....231-M
McGarvey C W r Sn Gabriel Rd....46
McGarvey H phy&sur Entrada Av....116
McGarvey H r Sn Gabriel Rd....46
McGucken E L r Palma Av....68-W
McKelvey Henry B pimbr....80-F-5
McKelvey's Plumbing & Heating Highway....394
McKim J W r Santa Rosa Rd....495-J
McMullin J F r Highway....177
McNeil Lewis J r Sn Marcos Rd....248-J
McPherson E I Mrs r N Hwy....397-R
Merriam Robt L r Entrada Av....686-R
Metras Herbert r La Linda Av....270-M
Michael's Restaurant & Serv Sta S Highway....493
Milam Essie r S Hwy....40-J-2
Milldrum John L Rev r Traffic Wy
& Olmeda Av....481-W
Miller C E r S Hwy....310-W
Miller Campbell S r Sn Benito Rd....88-F-3

Miller Donald C r Snta Ynez Av....360-R
Miller E F r Tunitas Av....320-W
Miller J L r SanBlasAv....257-M
Miller & Oliver jwlrs Hwy....244-W
Miller Rex r Carrizo Rd....73-J
Milligan E S r Portola Rd....80
Mills Maud S Dr S Highway....103
Mitchell Marie C Mrs r Mariquita....341-M
Mitchell W W r S Hwy....242-M
Moen A R r Snta Ysabel Av....18-M
Moeny Oliver E Rev r Palma Av....335-W
Monahan R J r Traffic Wy....235-J
Monday W A r S Hwy....137-W
Monett L F r Curbaril & Sombrilla Av....121-J
Moore Albert r Serra Av....361-R
Moore Don r Portola Rd....453-R
Moore Douglas r Ensenada&CapistranoAv....234-M
Moore George H r Portola Rd....131-J
Moore Wm r Capistrano Av....104-R
Moore Wm Geo r Olmeda Av....192-R
Moore Wm J truckng Sinaloa Av....693-W
Morford A L r Ensenada Av....330-W
Morgan John E r Sn Anselmo Rd....349-J
Morgan R H r Del Rio & N Hwy....476-M
Morgan Ross W r Nacimiento Av....318-J
Mori Suzanne r Portola Rd....250-J
Morrison Robt C r Portola Rd....159-M
Moses H L r Atas Av....153-W
Mosier Geo R r Ardila Rd....322-W
Moss Merlin W r SantaYsabelRd....115-M
Mossinger Ralph r Hwy & San Jacinto....443-J
Murphy G J r Santa Lucia Av....149
Murphy Paul E r Portola Rd....363-M
Murrell W A r Marchant Av....584-J

N

Natho Todd Ranch Cafe N Hwy....324-R
Neitzel C B r Palma Av....397-W
Nelson Ben Mrs r Fresno Av....24-M
Nelson Edw r Olmeda Av....396-W
Nelson Hans r N Highway....271-M
Neth A E r SntaRosa....314-W
Neth T M r Rosario & Mariquita Av....421-W
Newell J P r Sn Gabriel Av....256-M
Nichols Clifford r Ensenada....104-W
Nichols Sid Chevrolet Highway....163
Nichols Vera r Ardilla Rd....390-M
Nicholson J T r Ysabel Av....18-W
Nicklas H L r Traffic Wy....372-R
Noffsinger M A r Ardilla Rd....440-J
Nye F C r Sn Gabriel Av....256-J

O

Oakes B Pearl r Portola Rd....207-J
Oakwood Auto Camp N Highway....229
Obuch T r Palma Av....185-M
Oglesby Loris C r Snta Lucia Rd....111-J
Oliva Chas r Snta Rosa Rd....3-M
Olsen Elmer r Atascadero Av....181-J
Olson Harvey r Rosario Av....140-R
O'Malley Edw A r Maraquita Av....140-W
O'Reilly E L r Eaglet Rnch....40-R-2
O'Reilly E L r Sn Rafael Rd....109-J
Ortez Emil L r Marquita Av....280-J
Otto H W r Pino Solo....3-R
Owen C H r Carrizo Rd....73-W

P

Pacific Gas & Electric Co State Hwy....45
Night Emergency Moro Rd....135
Pac Telephone & Telegraph Co The
Business Office 717-14th Paso Robles
Ask Operator for....Business Office
(No charge for calls to Business Office)
See Introductory Section for Service Calls and
Other Important Matters
Pack A H r S Hwy....310-M
Palms W H r Capistrano Av....104-J
Paradise Valley Broiler Ranch Paradise Vly Rd....44-F-2
Parrish I R r SnGabrielRd....356-R
Parrish Ralph W r Sn Gabriel Rd....343-R
Paso Robles Laundry & Dry Cleaning 1344 Pine
Paso Robles From Atascadero Exchange Only
(No Inter-City Charge)
ask "Operator" for Entrprise 11228
Pasquill Wm r Curbaril Av....53-M
Pearman R O Dr r Carrizo Rd....73-R
Peck C S r Santa Lucia Av....126-R
Peck W G r Rosario Av....266-W
Pennington R R r Capistrano....491-R
Penn-Lite Neon Traffic Wy....696-W
Perrine S C florist State Hwy....63-W
Petersen Caroline Mrs r Palma Av....185-W
Petersen S L r Fresno....55-M
Petersen V J r Coromar Av....486-M
Peterson A E r San Blas Av....379-R
Peterson Clarence r Santa Rosa Rd....220-R
Peterson Clifford r San Marcos Av....329-R
Peterson E C r Olmeda Av....598-R
Peterson H E r Portola Rd....219-W
Peterson Harold r Sn Blas Av....379-W
Peterson Mabel C r Carmel Rd....42-J-3
Peterson Ralph R r S Hwy....317-W
Petraeus W W Sr r SHwy....304-J
Phillips H M PG&ECo Morro Rd....135
Pidcock R L r Morro Rd....347-R
Pierce Bob r Portola Rd....39-J
Pierce Geo H poltry S Highway....109-W
Pilcher Lillian Mrs r Traffic Wy....77-W
Pitois Earl E r Alamo Av....78-J
Pittenger J C r Traffic Wy....261-M
Pittenger Opal Mrs r Barrenda Ter....261-R
Plagmann Mae r Navajo Av....281-M
Plum Harold r Maricopa Rd....12-F-2
Poole Dale G r Sonora Av....53-J
Poole Kendall r N Hwy....496-R
Poole M M r Highway....362-J
Porter Ernest Mrs r Marchant....325-W
Poultrymen's Co-Operative Assn of Southern Calif
Egg Department Traffic Wy....467
Feed Department Traffic Wy....84
Pound Fred r S Hwy....485-R
Prather Hattie r Olmeda Av....471
Prestridge W D r Santa Ysabel Av & Robles Av....432-J
Prewett Roy r Sn Gabriel Av....308-W
Prior Cecil M El Camino Auto Lodge N Hwy....238-J
Prowse W O r Portola Rd....37-J
Pulling Fred Jr Dr vetnarian N Hwy....382
Puritan Ice Co Traffic Wy....59
If no answer call....199

R

Radke C W r Rosario Av....195
Radke Leopold r Maricopa Av....148-J
Radke's Atascadero Mkt grocery dept Traffic Wy....89
Ranf Mary P r Sn Gabriel Rd....581-M
Rasmussen A G Mrs r Miramont....372-W
Raudenbush A E Trail-Er-In Grocry
Del Rio & 101 Hwy....488-J
Ray Wendell W r Junipero Av....106-M
Reif Farm Supply S Hwy....236-W
Reif Vincent r N Hwy....427-W
Remy Noel r N Hwy....689-W
Renton D M r Snta Lucia Av....157-R
Rex's Place Atascadero Hotel....298
Reyburn M D r Sinaloa Av....38-M
Rhodes Melville r Navajo....208-R
Ricci Helen S r SntaRosaRd....211-M
Ricci Wm r Morro Rd & Highway....587-J
Rich Norman Mrs r Portola Rd....390-W
Richardson Priscilla r Palma Av....598-J
Richfield Service Station No 759 Highway....119-W
Roach J W r Snta Lucia Rd....358-M
Roberta Motel S Hwy....455
Roberts H D r S Highway....386-R
Roberts Lee Jr poultry Coromar....301-M
Roberts M B Mrs r Del Rio Av....262-M
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Skinner W L r Olive....3032
Sligh Carlton r 1075 Las Tunas....3526
Smith Dean r Acacia....2568
Smith Dorothy J r 436 Piney Wy....3488
Snell Jos E r 570 Bernardo....4123
Soletti F r Morro Del Mar....2950
Sorley C B Capt r Bernardo Av....2881
Southern Counties Gas Co SanLuisObispo
From Morro Bay Exchange only (No Inter-City Charge) Ask "Operator" for Entrprise-10206
From 5 PM to 8 AM & on Sundays & Holidays
Call Long Distance for....Sn Luis Obispo 2350-J
If no answer call Long Distance....Sn Luis Obispo 2424-R
Southern Pacific Milling Co 5th....2601
Souza Geo r Morro Atascadero Rd....2912
Sowell R L r 455-7th....3284
Spinney Harry L Dr r Main....3296
Sprague Roy E r No 1 Hwy....2955
Spreafico Jas r Sn Bernardo Creed Rd....4882
Standard Oil Co of Calif Estero Bay....2611
Standard Pipe Line Co The Estero Bay....2611
Stearns Annie Laura r 510 Estero....4021
Steele Ellen M r 4th & Morro....4177
Stillson Jas r 943 Buchon....3411
Stocking I C r Bayshore Dr....4051
Stocking Mary S r 405-4th....3292
Stocking James E r MesaDr....3518
Stridde Edna r Kings Av....3948
Strom O H r 1029 C....3287
Strom's Shoe Shop 255-5th....2501
Sun The 5th & C....2652
Tanner Chester C r 936-5th....3307
Tanner J R r 954 Pecho....3541
Taylor E J r 820Luisita....3931
Teixeira Clarence r 1105 Los Tunas....3524
Teixeira Ray r 6th & Main....4967
Tex's Paint & Body Shop Main....4281
Thim Jack r 921 Pecho....3917
Thomas Lawrence r 3d....2351
Thomsen O C Jr Capt r Morro....4211
Timmerman Frank A r Piney Wy & Estero....3482
Tognazzini Wilmar N r 4th....4291
Tomasovich Peter L contr 611 Estero....4811
Tonascia Chas r 530 Fresno....4047
Tonini Ben r 5th&C....3031
Torres Victor M r 1040 Las Tunas....2526
Tyler Clair H r 540PineyWay....2471
United Sea Foods Inc 217 Main....2621
Urfali A r 322 Laguna....3044
Valley Pipe Line Co
Estero Bay Office Roosevelt Hwy....2801
Superintendent's Residence Roosevelt Hwy....2511
Vance Madalin r 360-2d....4728
Wagner R M r 61-7th....3271
Waite Harold H Jr r 675 D....4242
Walter Chas L r 1180 Bonita....4492
Warden Wm r Morro....4253
Warner F G Mrs r Morro....2581
Watts H H Mrs r S Main....4771
Webb E sprtng goods 225-5th....4136
Webster D F r 405 Tulare....3946
Welch John F r 945 E....4953
White Edwin F r 120 C....4553
Whitlock A B r Kings & Bonita....2686
Whittlesey W R r 523 D....2262
Wiley Roy W r Morro Del Mar....2952
Wilkinson John J Dr DC 209-6th....3311
Williams Kenneth H r 185-3d....4328
Wilson Ernest F gar 5th & C....2946
Winkelman Ruth S r 566 C....4116
Wolff J A r Fresno....2448
Woods Harry r 590 4th....4956
Woods M D r 684 Bernardo....2453
Woods M E Mrs r 1152Market....2168
Woolman Louis S r Toro Point....2954
Wright Clifton E r 960 E....2341
Wright Eric L r Kings Av....4983
Wroughton A C r Tulare & Ridgeway....2402
Yost Thos G r 980 E....4033

NIPOMO

J. E. Gooding, Manager

BUSINESS TRANSACTIONS WITH TELEPHONE CO.

The Pac Telephone & Telegraph Co
Business Office 112 W Branch Arroyo Grande
Dial "Operator" and ask for.....Business Office
(No charge for calls to Business Office)

Telephone bills may also be paid in person to
Mrs. Edith Lucas.....Post Office, Nipomo

Bartell Walter J r Division Rd.....2392
Byron Jession r Tefft.....2371
Caldwell Cecil r Guadalupe Rd.....2741
Callaway S R r Guadalupe Rd.....2546
Calvert C F r Guadalupe Rd.....2771
Campodonico S V poltry Guadalupe Rd.....2275
Campodonico Steve W r Guadalupe Rd.....2274
Coast Counties Warehouses Tefft.....2331
Cooper Jas C r Foothill Rd.....2561
Cotter Sylvia Mrs r Dana.....2571
Dana Bros Branch.....2531
Dana David D r Foothill Rd.....2284
Dana Geo J r.....2283
Dana Goodwin Dana Bros Branch.....2531
Dana O R r Guadalupe Rd.....2634
Dana S A Mrs r.....2413
Davis B J r N 101 Hwy.....2552
Davolt Enoch E r.....2742
DeArmond E J r Tefft.....2612
Deatherage Bert r Mallagh.....2406
Dennerlein C E r Chestnut.....2553
Doane Dick r Tefft.....2414
Doughty R S r Chestnut.....2584
Dowell A C r Foothill Rd.....2285
Eisert Blaine r Guadalupe Rd.....2398
Epperly E M r W Price.....2421
Epperly E Robt r B.....2693
Eskestrand Agnes r.....2541
Fagerbourg C B poltry S 101 Hwy.....2291
Farren Arthur D r Tefft.....2422
Freddi Louis r Foothill Rd.....2565
Gilbert Martin B r Mallagh.....2573
Goebel Eleanor Mrs r Hwy.....2581
Good Renald r Mallagh.....2402
Gorham Agnes r Guadalupe Rd.....2412
Gorham's Grocery No 2 101 Hwy.....2351
Greene B W r Brookside Tr.....2401
Greenwell Geo r Dana.....2572
Grigsby Forbes r Guadalupe Rd.....2733
Grigsby Rest Home Guadalupe Rd.....2732
Hacker T G r Guadalupe Rd.....2543
Haddan G T r B.....2692
Harrington E W r Branch.....2596
Hartnell W A r Guadalupe Rd.....2734
Holloway C R r Guadalupe Rd.....2391
Holloway Evelyn r.....2632
Jensen Francis r Foothill Rd.....2563
Johnston Eugene L Jr r B.....2691
Johnstone Francis r Tefft.....2614
Kitchen Gilbert r.....2582
Kitchen J C r Guadalupe Rd.....2542
Knotts R F beer parlor 101 Hwy.....2451
Knotts R F r Tefft.....2424
Lange Ethel V r Guadalupe Rd.....2731
Levy W L r Guadalupe Rd.....2631
Lucas F D Store 101 Hwy.....2312
Martin Alfred E r Branch.....2594
Mehlschau H C r.....2502
Mehlschau Peter r.....2282
Moffitt Edw r Tefft Rd.....2623
Mollath & Dille Guadalupe Rd.....2270
Moore G A r 101 Hwy.....2501
Morales Geo r 101 Hwy.....2554
Morrow Floyd A r.....2511
Munoz Arthur r Branch.....2681
Murphy Benedict A r Guadalupe Rd.....2276
Murphy Ed A Mrs r N 101 Hwy.....2551
Naus J H r Branch.....2595
Nipomo Garage 101 Hwy.....2491
Nipomo Lumber Co 101 Hwy.....2722
Nipomo School Price.....2641
Pac Telephone & Telegraph Co The
Business Office 112 W Branch Arroyo Grande
Dial "Operator" and ask for.....Business Office
(No charge for calls to Business Office)
Panos Geo prodc Tefft.....2521
Panos Geo r Tefft.....2523
Phelan Donald W r Foothill Rd.....2562
Rosa Anna r Guadalupe Rd.....2390
Schopp O L r Tefft.....2583
Senff Robt M r Tefft.....2633
Sharps C C contr Price.....2292
Shiffrar Joe r Tefft.....2611
Smith T E r Chestnut.....2423
Smith T E Service Station 101 Hwy.....2341
Steiner Fred r Tefft.....2621
Stilwell Maeco r Tefft.....2363
Stotts Bert E r Guadalupe Rd.....2393
Tanore Arthur r.....2399
Towell Bill r Price.....2601
Trigueiro Silvester r Guadalupe Rd.....2271
Underwood Vestal r Tefft.....2613
Volk E B r Messa Rd.....2752
Warrington Wm r Branch.....2591
Weaver S C r Guadalupe Rd.....2735
Zigler F E r Teft Rd.....2622
Zornes Grocery S 101 Hwy.....2321

OCEANO

(For Subscribers see Arroyo Grande)

PACIFIC VALLEY

Pac Valley Cattle Co, Agent **Call Long Distance**

PARKFIELD

San Miguel Interurban Telephone Co.

Bear Valley Ranch ValleyRd.....2-F-11
Carr Ray F.....6-F-31
Crescent Meat Co Coalinga Rd.....4-F-21
Durham Helen K r.....1-F-21
Durham Herbert H.....1-F-11
Flentge Bros r Valley Rd.....2-F-32
Haliburton Lowell.....1-F-14
Harlan Percy r.....6-F-11
Harvey Bert.....2-F-2
Hillman Wayne.....6-F-41
Hillman's El Rancho Monterey.....6-F-41
Jack R E Co Cholame Ranch.....6-F-13
Jordan Foster L.....4-F-3
Kester Norman.....2-F-41
Ludeke Henry C Jr.....5-F-13
McClure Ernest r.....1-F-22
McCoy D.....2-F-11
Miller Henry r.....2-F-14
Over John E.....3-F-2
Peak Oil Tool Co.....5-F-3
Rambo Gene.....6-F-2
Roberson Dave.....2-F-22
Smith George Stratford.....4-F-13
Taylor Clyde.....5-F-21
Taylor Dudley r.....5-F-11
Taylor Floyd Turkey Flat Rd.....4-F-12
Van Horn Leo.....6-F-22
Watkins Ed.....2-F-12
White L S.....2-F-3

PASO ROBLES

J. E. Gooding, Manager

BUSINESS TRANSACTIONS WITH TELEPHONE CO.
The Pac Telephone & Telegraph Co 717-14th St.....133

A

Aaroe H N r.....20-F-2
Abbey T Mrs r 130-12th.....45-J
Abbott Geo H r 2811 Pine.....607-J
Ablamis John r 330-14th.....697

Achter Gilbert J r 120-18th.....188-J
Adams A L&Son Cabinet Shop 1026Riverside.....177-W
Adams R E r 732-19th.....751-M
Adams W J B r 515-21st.....1426
Ader C E Mrs r 605-14th.....942-W
Adler F L E r 745Vine.....203-J
Afana Dorothy L r Oak Flat.....2-J-3
Agee Floyd r 729-18th.....132-M
Agee Ralph r 420-13th.....736-R
Akers Nannie E r 525-13th.....762-J
Ales M L Lt r Creston Rd.....7-F-24
Alexander's Serve Your Self Laundry 801 Pine.....1329-M
Algee A C r Creston.....3-F-3
All Purpose Automatic Laundry 544-12th.....1458-W
Allbritten R N r 2036 Oak.....1423-M
Allen Ed r 620-23d.....1315
Allen J W r Creston Rd.....216-R
Allen Jack G r.....14-F-3
Alley Edward C r 1517 Olive.....696-W
Alley Wm S r.....31-F-15
Allison R A r 1716 Vine.....1073-R
Allton Lloyd W paintng contr 1746½Park.....60-J
American Legion Post No 50 4th&Spring.....1040
Amer Red Cross Headquarters 525-13th.....1058
If no answer call.....150-R
If no answer call.....158
Andersen Lawrence r 2926 Pine.....1126-W
Anderson Albert M r Willow Crk Rd.....16-F-2
Anderson C W r 1441 Park.....265
Anderson Clifford R r 1721 Riverside Av.....684-J
Anderson Dagny Mrs r 1638 Spring.....438-R
Anderson Emma C r 1827Park.....695-M
Anderson Frank E r 520-19th.....631-J
Anderson Frank L r Cholame.....15-F-2
Anderson Geo Rev r 1819 Pine.....661
Anderson H D r 430-7th.....990-R
Anderson H L r 1314 Oak.....274
Anderson J C r 1945 Park.....1128-J
Anderson Lawrence H r 3214 Pine.....756-M
Anderson Lottie r 1410 B Park.....672-W
Andrew Olive Mrs r 1702 Vine.....629-R
Andrews Alice Mrs r 415-16th.....56-J
Andrews Robt V r 1704 Park.....1330-J
Andrews Sherman A r 336-13th.....103-M
Andrus A L r 1742 Park.....278-W
Antique Cafe The 3221 Spring.....452-W
Antlers Hotel 1238 Spring.....262
Appleton's Motor Lodge 2218 Spring.....721
Appuhn Gus r 2808 Pine.....759-J
Araujo Kenneth r.....18-F-6
Arends David r 320-15th.....691-J
Armoletti Paul 13th.....26-M
Arnett W J r 725-14th.....967-J
Arnold K M r 1538 Oak.....582-J
Arthur Harry F r 3016 Pine.....934-J
Artistic Beauty Shop 517-13th.....1011
Ashton Chas H Chas H Ashton Plym Desoto 1134-13th.....666
Residence 611-26th.....968-W
Ashton Chas H Plymouth De Soto 1134-13th.....666
Assembly of God Church 1819 Pine.....661
Associated Oil Co 26th.....911-W
Associated Service Station 11th&Spring.....172
Ault Wm A r 230-12th.....1109-W
Automobile Club of Southern Calif·
District Ofc 1113 Spring.....1077
Emergency Road Service 1246 Spring.....169-W
If no answer call.....696-M

B

B & M Delivery Service oils 10th & Salinas.....612
Bade Otto H r 1520 Park.....1415
Bader Wm whsle poltry&eggs 12th&Riverside.....298
Residence OakFlatRd.....268
Bailey F B r 1233 Chestnut.....376-W
Bailey Jas F r Oak Flat.....4-R-2
Bailey Willard D r 130 C Capitol Hill Dr.....987-W
Baird Fredric Willow Springs Dairy 138-17th.....1303
Bakeman A R r 1819 Oak.....283-W
Baker Juanita r 1227 Park.....1167-W
Baker V Kenneth r 201 Pacific Av.....311-M
Baldwin T A r 130 Pacific.....1252-W
Ballert Geo E r Shandon.....31-F-5
Bangle Wm H r 3128 Pine.....698-J
Bank of America National Trust & Savings Association
Bank of America Bldg..11
Bank Cafe 1213 Park.....40-J
Banks Fred G r 506-3d.....1031-J
Banks Hector W r.....5-F-12
Baptist Church 17th&Park.....1512-W
Barba Mike poultry 1302-21st.....1057-W
Barba Ramon N Mrs r 1728 Spring.....245
Barba Raymond W contr 411-12th.....198
Barba Raymond W r 411-12th.....198
Barlogio Miles r.....28-F-21
Barnes Joe H r 130D Capitol Hill.....1177-W
Barnes R O MD 1221 Park.....1435
Residence 430-15th.....1444
If no answer (Toll) call
Long Distance for.....Sn Luis Obispo 3135
Barnes Roy H Jr r 423-10th.....651-W
Barr H H r 1421Chestnut.....645
Barrett J A r El Pomar.....34-F-14
Barrett Jos E r.....7-F-2
Barron Tom M r 245 Oak.....1031-M
Barry Tom J r 102-12th.....1099-J
Barss S C r 1733 Filbert.....1245-J
Bartl Helen r.....21-F-12
Bauer Marie r 1535Park.....1168-J
Baumbach Albert r 136-18th.....947
Baxter C J r 2105 Oak.....1176-W
Baxter Elizabeth r 1902 Vine.....738-M
Baxter O P r.....17-F-5
Bayne Agnes J r 1515 Pine.....680
Bayne Geo r.....6-F-12
Beatrice Foods Co Meadow Gold Ice Cream 845-13th.....464
Beaty A J r 325-14th.....691-W
Beaudoin H H r 1728 Vine.....725-W
Beaumont Richard D r Cayucos Rd.....36-F-11
Beavers Jerome r.....12-F-22
Beck W W r 1938 Olive.....916-J
Beeler Bernadine r 1545 Olive.....46-W
Beiter Leo W r 629 Vine.....543-J
Bell Geo F r 1543 Spring.....948-M
Bell Kay r 1520 Pine.....410
Belmont Robt r 25 Ridgeview Dr.....1506-R
Bence Velma E r Shandon Rd.....29-F-3
Bender Ellis B r 6-12th.....726-R
Bennett Agnes r 843 Oak.....593-R
Bennett Harold E r 624-8th.....1038-J
Benshoof R F r 3213 Pine.....715-W
Bently Apartments 1804 Spring.....1153-J
Bergman Alfred r.....22-F-31
Bergman Alvin r.....33-F-22
Bergman Louis r Willow Crk.....11-F-4
Bermingham Al r.....6-F-2
Bermingham C E r.....6-F-3
Bermingham Edw G r 538 Vine.....924-M
Bermingham Jim r 538½ Vine.....593-J
Bermingham Jim T r.....6-F-6
Bermingham Robt L truckng Shandon.....30-F-4
Bernard Jack F r 530-5th.....463-W
Berry Robt r 3202 Pine.....1056-M
Beyrle Laura S Mrs r 605 Oak.....544-J
Biasotti A r Salinas.....235-R
Bickell Cliff r 312-13th.....1335
Bickell's Stationery Store 807-12th.....30-W
Bieber John r.....12-F-4
Biehl Elizabeth r 1445 Oak.....162-J
Billerbeck N A r 345-21st.....1151-J
Billings Henry r 931 Vine.....642
Billings Henry Machine Shop 1040-13th.....1306
Bilton Leonard W r 1644Pine.....363-R
Bilton W D r 1806Pine.....1523-W
Birks & Birks Chevron Gas Station 1502 Spring.....615
Birks K R r 1622Chestnut.....150-J
Bixby Otto r El Pomar.....4-F-13
Bjork Verna Mrs r 1734½ Oak.....1083-M
Black H H r 28th & Riverside Av.....217-J
Black & White Liquor Store 1244 Pine.....611
Black's Hatchery Riverside.....186-W
Blackwell Jack Jr r 2124 Park.....454-W
Blair Catherine C Mrs r 207-18th.....752
Blair Edw MD 522-13th.....75
Nights & Sundays call.....75
If no answer call.....231

Blaisdell J T r 205-16th....155-R
Blake Marie Mrs r 1644 Riverside Av....939-R
Blake R plmbr 220-16th....1117
Blankenship E J r Shandon Rd....13-F-11
Blankenship E J Jr r....13-F-23
Blanks Jas T r 3038 Pine....330-W
Bliss Margaret Mrs r 605-17th....559-J
Blue Moon Coffee Shop 1226 Spring....331
Boatman Cecil C r 1906Vine....738-R
Bobson Marjorie r 1801 Park....380-J
Bollinger Elmer r 1428 Oak....42-J
Bond N J r 73-12th....494-J
Bonde Chas r 1905 Vine....215-M
Bonetti Jules r 907 Spring....1122-W
Bonnheim W S r....8-F-32
Bonnheim Walter E Sr r 312-14th....624-J
Booker Claude r....16-F-4
Booth Brothers 836-13th....5
Booth Gene r 406-10th....146
Borcherdt Bert r 1815 Chestnut....431-J
Borchert Edwin r....14-F-13
Borchert Emma r 1319 Olive....686-W
Bossert Robt H MD 1305 Vine....50
Residence 943 Olive....830
If no answer call....1450
Botts Victor r....20-F-13
Botts Wm T r 2835 Vine....1092-W
Boulware Henry H r 1535 Locust....276-R
Boulware J W r 605-21st....959-M
Bousfield Jas r 1810Park....969-W
Bowen Eldene E r 3206 Pine....1013-J
Bowen Ronald D r 3206 Pine....1013-J
Bower Mettie r 9th....1043-W
Bower Shelton r 1113 Fresno....453-M
Bowers Leo L r Capitol Hill....953-W
Boyer Glenn L r 3013Pine....698-M
Boyette Jas M r 707-7th....476-J
Bradford B L r 36th&Riverside....574-M
Brandon Elmer r 2813 Pine....1179-J
Branson W H r 2913 Pine....1037-R
Bravot Dolores r 1601 Pine....1411-W
Brazzi Irene Mrs r 1421 Riverside....986-W
Brenton R J Water Well Driller 3341 Spring....452-J
Bresette Harold r....28-F-11
Bresette Sallie r 718 Oak....793-W
Brewster W E r 639 Oak....544-W
Brightwell Beulah r 1426 Chestnut....686-J
Briley Jane W r....18-F-21
Brimhall Ernest L r 1955 Olive....1185-J
Brinson E J Mrs r 524-15th....1055-W
Brooks Elbert r 306-12th....663
Brooks H W Chevron Service 806 Spring....539
Brooks Wesley r 1416 Vine....41-J
Brown Clyde J r 1622 Park....1133-R
Brown Ernest r....26-F-13
Brown G W serv sta 16th&Spring....83
Residence 1946 Oak....125-W
Brown Georgia r 722 Olive....203-M
Brown Gertrude r Shandon....26-F-12
Brown Glenn N r 422-16th....784-J
Brown Joe C garage 16th&Spring....706
Brown Joseph F r....18-F-4
Brown Lucy Mrs r....26-F-14
Brown Margaret M r 827-20th....1198-R
Brown P A r....28-F-5
Brown Paul Rev r 41-12th....1512-R
Brown Ray N Dr dntst 612-12th....67
Residence Oak Flat....2-R-2
Brown Roseann r 3109 Pine....732-W
Brown T C r N River Rd....8-R-2
Brown W O r 2634 Spring....423-W
Bruner Ray r 2232 Oak....919-R
Brunswick Bowling Center 1329 Spring....309-R
Brush J P r 1751 Filbert....166-W
Brush W I r 1533 Vine....1135-J
Bryan Gene r 1415 Chestnut....364
Bryan Geo W r 423-10th....651-W
Bryan Meat Co meat mkt 1307 Park....456
Bryan Meat Co Slaughter House....1250
Bryan Ray Radio Electric Service 907-12th....654
Bryan Ruth Mrs r W 12th....1131-W
Bryant S J r 542Beverly....1425
Bryden Forest r Oak Flat....2-J-1
Buchanan A E r Capitol Hill....595-W
Buchman Alfonse r 3165 Vine....1094-W
Buck Kenneth M r....33-F-4
Buckalew Robt S r 712 Park....305-R
Buckle T Chas Rev r 620-17th....1073-J
Buelna Joaquin N r 3205 Pine....1401-W
Builders Market 1115-13th....277
Burch Cecile r 531-7th....323-J
Burk Herman E r Adelaide Rd....9-F-33
Burnett J K r 1443 Chestnut....1196-W
Burns Richard C r....33-F-12
Burns Wm H r....33-F-21
Burson J A r Sunset Hgts....510-W
Busi's Cafe 1122 Pine....581
Buster Allene r 3034 Pine....921-J
Butterworth C r El Pomar....34-F-21

C

C J Cafe & Cocktail Bar 1232 Pine....365
Cabinet Shop Adams A L&Son 1026Riverside....177-W
Cain Troy E r 111 Capitol Hill....26-J
Caldwell Nursing Home 321-12th....1170
Calif Almond Orchards Inc 4th & Spring....400
Calif Motor Express Limited 5th & Riverside Av....657
Calif National Guard
199th Tank Bn C Co 4th & Spring....1437
Calif State of
Dept of Employment
Employment Service & Claims 720-14th....788
Divn of Forestry
Suppression Camp Pacific Av....580
Divn of Highways
Maintenance Superintendent 5th&Riverside....664
Maintenance Foreman 1742 Park....278-W
Maintenance Foreman Shandon....31-F-13
Superintendent 114-17th....1143-W
Calvert Ralph Mrs r 622 Olive....1137-R
Cameron Burr r 636 Vine....924-J
Cameron G O r 1710 Pine....363-W
Cameron Pat Cameron's Brake & Wheel Alignment
3011 Spring....170-W
Cameron's Brake & Wheel Alignment
3011 Spring....170-W
Cammack Irwin r 1949 Oak....118-W
Cammack Omar L r 1927 Oak....118-M
Campbell Robt r 2137Victoria....918-W
Canary Cottage 1200 Spring....57
Canoles C L r 1638Park....632
Cape Barber Shop 1320 Spring....1112
Cape G A r 815 Vine....439-R
Cape J E Mrs r 30th&Park....928-R
Carl's Billiards 831-13th....1529-J
Carlson J H r 529 Spring....1091-J
Carminati A B r N River Rd....7-R-2
Carpenter Art contr 520-32d....446-J
Carpenter L H r 1817 Oak....689-W
Carr Georgia E r 1003-20th....510-J
Carr Nannie M r 110-12th....797-J
Carroll T J r 721-28th....1408-R
Carter W E Mrs r 1911 Park....192-R
Carter W H r 1845 Park....836-W
Cary F N r 1729 Park....558-J
Casper Al r 336A 12th....1099-R
Casper Wm Norwalk Gasoline Co distr 1528 Oak....1313
Casselman Earl J r 521-5th....183-W
Casteel Elvin M r Cayucos Rd....28-F-14
Casteel Harlan r....35-F-6
Casteel Melvin r 814 Park....935-W
Catholic Church 512-13th....207
Caughron Saml J r 511-6th....593-M
Chaides Juanita r 1126-19th....105-W
Chamber of Commerce Pso R Comm Chamber
Of Commerce 707-13th....16
Chamberlain D W r 712 Oak....793-M
Chambers Dress Shop 1214 Park....74
Chambers E H Mrs r 522-23d....959-W
Chambers Edna r 1-12th....27-R
Chambers J Henry r 3004 Spring....638-W
Champion Lawton D atty Bank of America Bldg....76
Champion Lawton D r El Pomar....34-F-12
Chandler John S r 226 Oak....1031-R
Chaplin Oscar r Shandon....31-F-3
Cherry Elmer L r....11-F-22
Chesmore R C r 2319 Spring....208-R

Chevrolet Sid Nichols 1305 Spring....786
Chiappari Ted r Oak Flat....4-J-4
Chick's Tire Service 1534 Spring....980
Child Care Center 3201Pine....717-J
Chili Bowl 1238 Pine....1433
Chism John H r 339-13th....686-R
Chivington Martha r 309-15th....46-M
Cholame Garage Shandon....26-F-6
Christensen A Mrs r 2044 Olive....511-W
Christensen C A r 511 Oak....519
Christiansen W G r 829-19th....1198-W
Chuck's Mobil Service 1339 Spring....123
Churchill Chas W r 830-22d....751-J
Claassen Arthur M r....667-W
Claassen Ben A r....18-F-22
Claassen E W r Willow Creek....11-F-2
Claassen Edgar J r Ridgeview Dr....909-R
Claassen Ernest r....22-F-13
Claassen Gus r Willow Creek....11-F-12
Claassen Henry A r 1905 Oak....738-W
Claassen Herman r Willow Creek Rd....28-F-22
Claassen Louis r 344-14th....628-W
Claassen Mary r 335-12th....103-R
Claassen Ted R r S Highway....440-J
Claassen Wm r....667-R
Claassen's Radiator Shop 1534 Spring....909-W
Clark Florence Mrs r 528 Oak....1116-W
Clark W M Mrs r 2145 Vine....694-J
Clark Wilford H r Oak Flat....4-J-3
Clarke C W Co....1-F-6
Clarken Juliet E r 735-28th....1174-M
Claus Herb r 1045 Vine....314-R
Claus Mat r 838 Vine....37-R
Claybrook Barry r 2005 Oak....487
Claypool Vincent B r 429 Vine....743-W
Clayton H C hardwd firng 612-30th....170-J
Clemons H P r 500-12th....687
Clevenger Lyman r Willow Creek Rd....16-F-3
Clevenger W H r 1920 Riverside....986-J
Clifford D B Mrs r 1849 Locust....264-R
Clifford Insurance Agency 727-13th....264-W
Clifton Motel 125 Spring....1140
Cloud Barnette r....33-F-2
Clouser Forrest V r N Highway....9-R-1
Clow Earl L r Adelaide Rd....8-F-42
Coalwell Roy plmbr 2029Pine....1036-W
Coast Counties Pump & Electric Co 829-13th....189
Coast Neon Co 1221 Riverside....616-J
Coates Roland R r 240-16th....1446-W
Coates Vine R RN r S River Rd....216-J
Coburn Bud r....1-F-2
Coburn G r....1-F-2
Coca-Cola Bottling Co 846-9th....241
Cockrell Jess r 509 Beverly....949-W
Cockrell's Refrigeration 845-13th....1416
Coffman M M Mrs r 701 Vine....249-J
Colburn T R tractor reprng 221-15th....1075-W
Cole's Hi-Way Garage 918-13th....69
Collins G B Dr Paso Robles Vetnrian Hosp
820-23d....1436
Collins John A r 1121 Olive....1054-W
Collins Ray B r 636-10th....1122-J
Colouch Jos r 420-14th....540-W
Colt Irene r 535 Oak....753
Colt's Barber & Beauty Shop 709-12th....79
Colyer J T r 1109 Chestnut....296-R
Colyer's Jewelry 741-12th....789
Comfort H G r Shandon Rd....32-F-12
Comstock Alta r 215-12th....635-J
Connelly Jas H MD 1221 Park....1435
If no answer call....1444
If no answer (Toll) call
Long Distance for....Sn Luis Obispo 3135
Connie's Adorable Baby Shop 1322 Spring....339-M
Connors M I r 45Ridgeview....797-M
Connors Motors 2508 Spring....673-J
Conover L W r 1511 Olive....696-J
Conrad V M r 3211Pine....745
Conterno A C Mrs r 812 Vine....463-M
Cook F D r MountainSpringsRd....23-F-2
Cook F D Plumber&Electrician 1032Pine....1032
Cook V N r El Pomar....4-F-2
Cooper C R r 3305 Pine....893-W
Cooper Harriet r 1902 Vine....623
Cooperative Farmers Sheet Metal Shop 1315Pine....153
Cooperative Farmers Supply Co Inc 1311 Park....344
Corbaley Edna Lane r 1712Vine....1073-M
Corippo Mel H Paso Robles Waste Disposal
1719 Pine....653-W
Cork Bud r Mt Springs Rd....370-J
Cork Martha Mrs r 232-12th....962-M
Corley J F r 1705 Riverside Av....235-J
Cornell Chas A r 820-22d....1405-W
Costlow Troy L Tile & Cement Constr
Mountain Springs Rd....1076-M
Cottage Motel 2206 Spring....1153-W
Cousins Jas I grain dlr 822-13th....119-W
Residence 1351 Chestnut....119-R
Cousins Robt J r 420 Oak....992-M
Cowan Pomp Mrs r 2020 Riverside....105-R
Craig F L Sheet Metal & Plumbing 1224 Pine....130-W
Craig F L r 531-30th....586-R
Craig L A Roy r 219-24th....145-W
Crawford Elmer r 2761 Spring....1445-J
Crawford Hugh L Capt r 1228-11th....648-J
Crescent Dairy 1421 Spring....110
Cropper J D r 3003 Pine....1421-R
Cropper Ralph S truckng 1919 Olive....916-W
Cropper Sidney C r 1935 Vine....644
Cropper T H r Creston Rd....216-M
Crouch R M r Adelaide Rd....8-F-41
Crow G G r Cherry Av....728-J
Crowe F K r 3217 Pine....1307-M
Cruze Rosie M r 607-14th....942-R
Cryder Emma r 711 Oak....1327-J
Cuendet F blacksmith 1304 Railroad....130-J
Cuendet F Mrs r 1340 Vine....526-M
Culinary Alliance & Bartenders Union 703
1226 Pine....548
Culligan Soft Water Service 519-15th....248-W
Cummings F R r 1045 Olive....345
Cunningham John W r 2238 Olive....622
Cunningham Ola Mrs r 108 W 11th....486-M
Curletti B r 1209-21st....918-R
Cybulski Stanley r 2806 Pine....1179-R

D

Dahl Bros Garage 3405 Spring....1060
Dahl Delmer r 2807 Pine....1181-W
Dahl Joe r 203-15th....1199-M
Dahl Milo J Mrs r 1405 Chestnut....416-W
Dale Alan A r 541-28th....1030-J
Dale Ina M Mrs r 1109 Vine....590-M
Dalrymple Darrell r 204-24th....145-J
Daman H B r 411-13th....291-M
Damron J F r 2930 Pine....834-J
Damron Jean E r 2930 Pine....834-J
Daniels' Drug Store 1317Park....1500
Daniels Russell R r 738 Vine....1038-W
Daniels Walter E r 615-26th....968-J
Darnall C D Firestone Home & Auto Supply
1326 Spring....405
Darnall Clifton D r 3113 Pine....1019-M
Dauth Lester C r 337-19th....1080
Dauth O E r 2021 Oak....7
Davies Gilbert K r Cholame....15-F-11
Davies Harry W r 608-13th....538-M
Davies Kenneth r....15-F-23
Davis B H Tire Service 1233 Spring....77
Davis Bert Mrs r 1105Vine....577
Davis Clara O r 544-13th....538-J
Davis Glen L r....33-F-3
Davis Hattie Mrs r Mountain Springs Rd....1076-J
Davis J A r 1st & Spring....225
Davis J Marvin Rev r 1326 Oak....191
Davis J Terry r 304-14th....367
Davis John V r Mountain Springs Rd....23-F-4
Davis K C r 2931 Park....781-R
Davis L R r 120-17th....585-J
Davis Marion F r Adelaide....8-F-15
Davis R L r 3302 Pine....441-W
Davis Walden E r Shandon....31-F-2
Davison Lloyd C r 1944 Vine....940
Day Clarence G r 1622 Oak....483-M
Day Della M Mrs r 1520 Olive....287-J

Dean J I r 1753 Filbert....1159-W
Dean John r 2923 Pine....1134-M
De Chaine Bob Insurance Agency 733-12th....129
DeChaine D R r 1401Chestnut....533-W
Della Ferdy r 1445 Riverside Av....986-M
Dellaganna Josephine r 744 Oak....148-M
De Meritt H E r 2145Park....558-W
DeNike Howard J r 2902 Pine....607-M
Denman M r Adelaide Rd....8-F-23
Derby John r....374-R
Derby's Electric Shop 827-13th....91
Deubler E G Jr r 1624 Olive....320
De Voe Apartments 1824 Park....1505
De Voe Madelyne r 519-22d....627-W
Dick Delbert R MD 1305 Vine....50
Residence 912 Vine....1450
If no answer call....830
Diener John r 1711 Park....1318-W
Dittman C W r....12-F-11
Dobson Arthur J r 1322 Olive....993
Dr Pepper Distributing Co 1846 Pine....1403-W
Dodd Ed r Klau....8-F-12
Dodd Phyllis R r 204-16th....1152
Dodd Raymond E r Adelaide....8-F-24
Dohse Nellie E r 710 Spring....430-M
Dollar Hotel The 1317 Spring....290
Donkin E B Dr dentist 1115Vine....237
Residence 1111 Vine....530-J
Donkin Elbert B Jr Dr dntst 1115 Vine....95
Residence 1117 Vine....930-W
Donoho Bros Market 2927 Spring....1024
Donoho Emery M r 3002Pine....330-J
Donoho Geo R r 504 Bonita....356-M
Donohue Sons Grocery 2598 Spring....190-W
Don's Lunch Spot 1338 Spring....43
Doty Leland M r....26-F-4
Double Bar S Ranch....13-F-3
Dougherty B J r 303-15th....503
Dougherty May B r 322-16th....696-R
Dougherty Russell r....9-F-11
Douglas Grace Mrs r 520 Olive Dr....513
Douglas James M r 1301 Chestnut....1033-M
Douglas Wm A r 304-13th....1319-R
Dowden Ray L r Shandon....30-F-2
Doyle Alice r 619-20th....592-J
Drake Lisle Mrs r....33-F-13
Drennan A L r 2801 Pine....1118-M
Dresser W R r 1612 Oak....771
Drew W G r....12-F-21
Drews Alfred J truckng 246-19th....710-W
Duart Kenneth r 1811 Park....523
Dubost Frank r....8-F-22
Dubost Raymond r....8-F-31
Duke's Smoke Shop 737-12th....338
Dunbar Cliff r AdelaideRd....9-F-22
Duncan H O Mrs r 822 Salinas....783-W
Duncan I S r 1536 Vine....1230-W
Duncan R R r ElPomar....4-F-31
Duncan Roland F r 2809 Pine....1181-R
Dunlap Hazel Peterson Dr optmrst 1221Park....236
Dunlap J W r Peachey Canyon....685
Dupertuis Jean Jr r 434-11th....736-J
Durham Alice M r 304-16th....150-R
Dutra John r 1803 Vine....670-W
Dyck Henry J r....36-F-5
Dyck John A r Adelaide....8-F-25
Dyck Will G r Willow Crk....11-F-3

E

Eagle's Lodge I O O F Bldg....1081
Eason Don Q r 1834 Oak....247
Eason Stella L r 727-16th....1168-W
Easterling Catherine Miss r 1745 Oak....561-R
Eatmore Drive-In 2840 Spring....334-J
Ede W C r 2925 Oak....1030-W
Edmonds L W Venetian Blind Serv 38th & Spring....707
Edwards Dorothy r 529½ Spring....1059-W
Edwards Foster r 721 Pine....584-M
Edwards Harry R Farmer's Ins Group 1744 Vine....850-W
Edwards Jack r 1406 Railroad Av....603-M
Edwards Jas D r 134 Pacific Av....1431-J
Eide Arthur r 2901 Pine....759-R
Eimon Paul r Kiler Canyon Rd....1-J-1
Eimon Sig r Kiler Canyon Rd....1-J-2
El Camino Apartments 10th & Spring....1110
Elizabeth Ann Flower Shop 724-14th....122
If no answer call....314-M
Ell Phillip L r 416 Spring....461-J
Elliot C M r 1519 Chestnut....46-J
Elliott Gervas J r 2223 Spring....991-M
Elliott Keith B Ralston Purina Co 531 Bonita....1517-W
Elliott L Louis Mrs r 1745 Filbert....621
Ellis N W r 524 Bonita....1119-M
Elmore Roderick J r 150 Pacific Av....1431-M
El Paso Cafe 1114 Pine....1247-J
Emerson Dove Mrs 1605 Spring....61
England A M r 2343 Spring....531-R
Engleman Norman R r Estrella Rd....5-F-24
Epperly Merlyn R r 3105 Pine....894-R
Erb M E r 2124 Pine....508-W
Erdman B r 1148-17th....1063-J
Erich's Market 2611 Spring....1085-R
Erickson Leo r Creston....3-F-21
Erickson Will J r....7-F-12
Ericson Eric r....6-F-4
Erler Ed r 3017Pine....921-M
Ernst Ellsworth r....6-F-21
Ernst Eugene r Capitol Hill....937-J
Ernst F J r....2-F-4
Ernst Harold W r 25-12th....1054-M
Ernst Ralph A r....7-F-3
Ernst Wilmar F r....21-F-2
Escaria Richard r Cholame....15-F-14
Essential Industries Inc Bk of Amer Bldg....601
Estey John L r 212-11th....576-W
Estrellita Ranch....13-F-24
Euler Jessie E r....5-F-22
Evans Camera Exchange 1428 Spring....442
Evans Jean Miss r 129-16th....155-M
Evans Kenneth A r 604-24th....531-W
Evans Robt r 3026 Pine....1421-J
Evans Thos r 107 Capitol Hill Dr....985-R
Exline M L r 623-6th....1087-R
Exline Vernon r Oak Flat....2-R-1

F

Fackler J H r 509-30th....1449-W
Fairbairn Alice Mrs r 3439 Spring....429-R
Fairbairn Elizabeth R r 512Bonita....750
Fairey S A r 406-12th....104-W
Fairview Almond Ranch S Highway....378
Fanning Derrill R r 221-17th....286-M
Fanning Roy B r 221-16th....585-W
Faries Culbert W r....1508-W
Farm House Motor Hotel The 425 Spring....933
Farmer Harry r 1644Pine....363-R
Farmer's Alliance Bus Assoc
Main Plant&Office 945Riverside....115
Plant No 2 6th&Riverside....724
Farmers Cooperative Supply Co Inc 1311 Park....344
Farmer's Insurance Group 1744 Vine....850-W
Fast Walter J r N River Rd....8-J-1
Faulkner H L r 2120 Riverside Av....235-M
Fawcett Robt G r 2802 Pine....1237-J
Fecher Grace r 213 Spring....1164-M
Fein C B dntst 1205 Park....222
Residence 420-10th....527
Fein Donald E r 630-24th....455-W
Ferguson Albert A r Shandon Rd....29-F-21
Ferrel Willis D r 1105 Olive....1178-W
Ferry A K r 1205 Gregory....982-W
Ferry John E r 2545 Riverside Av....186-M
Feuchter Chas J r 1422 Spring....967-R
Fickes Clyde H Mrs r 3219 Pine....368-J
Fieguth Herman r....7-F-6
Fillmore Robt r 402-13th....651-M
Fine Mabel r 1721 Spring....1006-W
Finigan Everette r 211-24th....145-M
Fink Alvin H Jr r....29-F-6
Firestone Home & Auto Supply 1326 Spring....405
Fisher James D atty 711-12th....333
Fisher James D r 128-18th....1333
Fisher John C r 63-12th....576-J

Fitzhugh Dee r 7X Ranch....8-F-3
Flamson George H r 443-10th....408
Flamson Jas H r 418-11th....314-J
Fleig Frieda r 1511 Park....144
Fleig Robt H r Shandon....26-F-3
Fletcher H J wood Oak Flat....3-J-3
Flowers A T r 534 Bonita....748-J
Flying Dutchman Welding Shop 3615 Spring....202-J
Foley Jas M Mrs r 3007 Pine....732-M
Forbes Reg W r....15-F-13
Forbes Will D rl est 1627 Spring....542
Ford Harlow B r 17th....837-W
Ford J J r 405 Oak....1417-R
Forington N M rltr 127Capitol....1513-J
Fortini Louis C S Highway....1049-W
Foss Robt W r 2045 Spring....919-W
Fountain Paulene r 533-28th....1030-M
Fowler Glass Shop 11th & Park....160-J
Fowler Louis H r 405 Vine....1136-W
Fowler M E Mrs r 1445 Vine....113-M
Fowler P D r 2145 Olive....1130
Fox Dick r 724 Vine....649-W
Franceschi Roger r 1846 Pine....1403-W
Francis Louis r 1512 Park....1044-M
Franklin Harold r....35-F-3
Franscioni A F r 2801 Spring....343
Franscioni Butane Sales & Serv 2801 Spring....343
Franscioni R N r 3215 Pine....1013-M
Frazier A G r 3227 Pine....368-M
Frazier Chas T r 605½ Oak....924-R
Frazier Lula L r 2908Pine....607-W
Frazier R W r 3126Pine....934-M
Frazier Tom r 727 Oak....377-W
Frederick Walter r Shandon....31-F-14
Frederickson Chet C Oakchar Prod Co 17th....120
Fred's Radio Clinic 732-14th....336
Freeman Addie Mrs r 623-2d....630-R
Freeman Dovie r 542-32d....932-R
Freeman Marie r 549-28th....792-R
Freeman S L r 8 Forington Av....1177-M
French Clinic 1221 Park....1435
If no answer call....1444
If no answer (Toll) call
Long Distance for....Sn Luis Obispo 3135
French Edison A MD 1221 Park....1435
If no answer call....1444
If no answer (Toll) call
Long Distance for....Sn Luis Obispo 3135
French L M r 249-16th....116
Frette Chas F r Cholame....26-F-24
Frey N B Mrs r 545 Vine....203-R
Frick Alfred R r 2814 Pine....1037-W
Frogge Pauline M r 2029 Vine....535

G

Gahan W V Gifford L Sobey Jr ins 705-12th....28
Gahan Wm r S Hwy....1049-J
Galba Edw P Maj r 620-21st....1515-M
Gallagher John P r Fresno Av....605
Gallagher John T r 336C 12th....902
Gallagher & Madden attys Bank of Amer Bldg....161
Galli J M r Cayucos Rd....16-F-11
Gano Aubrey r 1334 Chestnut....100-W
Garcia Ruth r 1028-21st....105-J
Garrett Richard F r....29-F-22
Gates M Roland Pso R Cr Bur
Bank of America Bldg....865
Residence 732-16th....34-J
Gates Russel W Dr dnst Bank ofAmerBldg....32
Residence 504Vine....1429
Gatlin Dave r....12-F-13
Gaxiola Louise r 530½-10th....210
Gaylord Melvin C r 538-30th....356-R
Gazin Albert MD 1221 Park....1435
If no answer call....1444
If no answer (Toll) call
Long Distance for....Sn Luis Obispo 3135
Geb Ralph N r 5 Forington Av....1177-J
General Auto Parts 1218 Pine....280
If no answer call....697
General Electric Appliances 823-12th....1507
General Petroleum Corp plant 5th&Pine....252
General Petroleum Service Station 1339 Spring....123
General Refrigeration Service Co 2138 Spring....598
Geophysical Engineering Corp 724-13th....896-W
Geophysical Service Inc No 319 731½-12th....1127
George Wm Mrs r 3028 Pine....614-W
German Louis r 144-18th....1095-M
German M B r 1519 Pine....1526-M
Gerst Ed r Adelaide....8-F-2
Gerst J B r 1830 Oak....381-J
Gibbs E E News Agency 730-18th....307
Gibbs F S r 2928 Pine....428-J
Gibbs R D r 1112 Railroad....1034-W
Gibbs Sam r 1629 Park....795-R
Gibson E M r 3230 Pine....1237-W
Gibson S L r....35-F-2
Giles Geo W contr mfg 1038 Riverside Av....411
Giles & Merrill contrs Hospital Hill....858
Gilevich Jos M r 735-28th....1174-W
Gillern Ethel r 728 Pine....584-R
Gillette Thurlow r 320-4th....1163-R
Givens J E Ernie r 1910 Pine....1523-J
Glass Transportation Co 1733 Spring....258
Glendon Howard L Shandon High School....31-F-21
Gnieciak Jan r Adelaide Rd....9-F-3
Godsey Hal G Mrs r 1927 Olive....772
Goetsch Leroy W r....22-F-4
Goldstein R r 530Vine....1061-M
Goodale Harold bldrs mkt 1115-13th....277
Goodale Harold r 226-19th....1095-R
Goodwin Bus r 205 Oak....1014-W
Gordon H A r 444 Vine....1417-M
Goss Archer L r 2918 Pine....715-M
Gowans Ormand Oaks Restaurant S Hwy....473-W
Gowans Ormand r 521 Vine....543-R
Grady Chas E r Adelaide Rd....187-W
Grady E M r....34-F-3
Graham Leonard r 1605 Riverside Av....267-W
Grant Adam L r Cholame....15-F-22
Grant Music Co 1227½ Spring....588
Graves A J r Peachey Canyon....6-R-1
Gray Robt F r 539 Bonita....292-R
Gray Robt J r....31-F-12
Grebe Wm r....35-F-21
Green J P Dr dentist 522-13th....47
Green J P Dr r 519-14th....94
Green & White Auto Court 636 Spring....303
Green & White Auto Court Station 636 Spring....1329-R
Greyhound Bus Depot 720-11th....242
Grindstaff Clyde F r 525 Bonita Av....932-W
Griswold E R rl est 1424 Spring....1510
Griswold E R r....716-J
Grubb Roland r Adelaide Rd....9-F-32
Guerrero Lino wood 1429 Riverside Av....702-W
Gulbartes Mike r 1615 Riverside Av....1063-W
Guthrie H W Colyer's Jewelry 741-12th....789
Guthrie H W r 1908 Spring....979-W

H

Hackney Carl r 354 Pacific Av....1003-J
Haeuser Karl r 115 Capitol Hill....987-M
Haeuser Theo F Rev r 905 Vine....244-W
Hagens Walter A r 396-17th....1245-W
Hagerman Helen Mrs r 2345Vine....432-W
Hahl E A r 34-12th....914-R
Hahl Ernest A r Shandon....15-F-6
Hall Clarke L C W Clarke Co....1-F-6
Hall D R r....1430-J
Hall Duane J r Fresno....1506-J
Hall Hattie E r N River Rd....8-J-3
Hall J N r 220-17th....774-W
Hall Jas R r....35-F-11
Hall Norman H r....1430-M
Haller H C r 703Vine....203-W
Hambly Warren r 720 Vine....377-J
Hamm Elmer J r....11-F-21
Hamm Frank r....22-F-22
Hamm John r Willow Creek....22-F-2
Hamm Rudolph H r Cayucos Rd....36-F-4
Hammock Eddie r 1412C Oak....445-J
Hammons L C Firestone Home & Auto Supply 1326 Spring....405
Hammons Larry C r 3008 Pine....1019-W

Hansen Georgia r 2819 Pine....665-R
Hansen Iver r Shandon....30-F-11
Hansen Walter A Mrs r 2924 Pine....1401-M
Hanson C E r 605-15th....582-W
Hanson J G r 175½ Filbert....250-W
Hanson R O r 1229 Vine....930-J
Hanson Ralph O Jr r 2035 Oak....169-R
Hapgood Arthur J r 2909 Pine....607-R
Hardesty H H Paso Robles Salvage Co 1132 E13th....360
Hardesty H H r 1745 Park....1022
Hardie Amelia Mrs r 1721Filbert....541
Hardie J L r....19-F-12
Hardy A M r 527 Oak....1043-R
Harlan Gladys E r 312½-12th....1131-M
Harlan Slyvia M r....29-F-12
Harper C O r....20-F-14
Harper E C r 2345 Vine....1124-W
Harris Clarence I r....5-F-2
Harris H J r 1535 Vine....1135-W
Harris Jeanette Mrs r 1535 Park....1168-R
Harris Kenneth G r 1314 Park....394
Harris Leon P Rev r 1345 Oak....194
Harris Oliver M r....19-F-4
Harris Tractor & Implement Co 1044 Park....17
Harris Truman A r 112-18th....193
Harris Truman A & Son
New Car Dept 1302 Pine....53
Used Car Dept 531-12th....857
Harris W W r 3005 Vine....1189-J
Harrison Vivian r 1818 Spring....380-W
Harry C E r 3016 Spring....1064-W
Harsh F Elmer pistr & genl reprng 1745 Pine....278-J
Hart Chas E r....27-F-15
Hart E L r 520-6th....399
Hartley Ray F r 2636 Spring....423-M
Hart's Dress Shop 1321 Park....1041
Hartung Geo r 829-16th....969-M
Hartung John C r....14-F-15
Harvey M B r....13-F-2
Hatch Everett r....15-F-5
Hatch Frank E r 630-6th....1059-R
Hatch Ruth B Mrs r 1145Vine....530-W
Hatch Wesley r 821 Vine....704-W
Havens Robt N r 3226 Pine....1013-R
Haycox R R r 12th....27-W
Haynes Marlene Mrs r 909-12th....765-W
Hayward Homer T Lumber Co 12th&Riverside....73
Hayward Lumber Co Architectural Dept Riverside....449
Heaton Ferne r 633-9th....444
Heaton Grace Mrs r 630-10th....555
Heaton R C Co hardware 803-13th....29
Heaton Ray G r 2011 Vine....1048-W
Hedgpeth Myrtle optometrist 1535 Park....352
Heeres R K r....20-R-1
Hege C r 805 Oak....154-J
Hege Irvin O r 627 Oak....662
Heggarty Harry L r 745 Oak....946
Heilman W R r Kiler Canyon....1-R-1
Heilmann Otto r....3-F-14
Henderson Robt W r 2922 Pine....1401-J
Henrie Edna M r 609-17th....1006-R
Henrie Kenneth r....12-F-12
Henrie Sarah E r Pacific Av....311-W
Henry M L r 705Park....476-R
Hensel Jas G r 2816 Pine....665-J
Hermann John R Col r 728-15th....1148
Herniman Robt J r 522-3d....1031-W
Herron Mary Lee r 406-16th....56-M
Hewett Harry R r 2818 Pine....756-W
Heynen Martin r 3020 Pine....970-J
Hibbard Audrey A r....20-F-5
Hibbard & Co
Groceries 721-12th....256
Meats 721-12th....128
Hibbard & Hibbard batteries 1233 Spring....220
Hibbard J G r 1545 Park....34-R
Hibbard John r 1503 Park....1010
Hibbard Lucille L r S Highway....440-W
Hibbard's House of Beauty 1503 Park....1010
Hickam F M Mrs r 2045 Oak....683-R
Hicks J R r 806-9th....476-W
Hicks Ruth Mrs r 911-21st....1045-R
Higgins Mervilyn r 1411 Pine....656
Higgins Mervilyn Flower Shop 1411 Pine....656
Hi-Hat Cafe 1330 Spring....477
Hi-Ho Theatre 1436 Spring....777
Hillman Chas K r....13-F-5
Hillman Clarence r....13-F-24
Hillman Clarence III r 117-17th....1532-W
Hillman J Homer brkr 11 W Fresno....335
Hillman Wayne r....14-F-5
Hillman's Keys Valley Ranch....14-F-5
Hilton Elna r 245-17th....549
Hinman R S r Mountain Springs Rd....370-R
Hinthorne Virgil W r 2919 Pine....715-J
Hirschler L D r 526 Beverly Av....1094-J
Hitchcock A B sealer weights&measures 1221Vine....206-R
Hiteshew I G r 721 Oak....1061-W
Hi-Way Drug Store 1217 Spring....152
Hi Way Hotel 916-13th....521
Hi-Way News Agency 1218 Spring....337
Hjelmeland Leonard r 504-32d....1308-W
Hoag C W Mrs r 2630 Spring....13-R
Hodel Chris r 2251 Olive....1082-W
Hodel Henry r 2201 Olive....448-R
Hodge Frank Mrs r Shandon....30-F-22
Hodges Welcome r 833Vine....439-J
Hodson Carroll E r 1620 Park....1133-W
Hoffman H L Miss r 3 Forington Av....26-W
Holbrook Chas H r 730 Olive....988-W
Holcraft Furniture Co 2706 Spring....735
Holden E W r 2025½ Spring....991-W
Hollen Earl r....27-F-22
Holman's Cleaners & Laundries 23d & Spring....720
Holst C A r 1548 Oak....1125-W
Holton,Donald C r....2-F-12
Holzinger Ed r....3-F-4
Hong Kong Cafe 943 Spring....604
Hoon M J r 422 Vine....1012
Hoon's Liquor Store DollarHotelBldg....714
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Paso Robles Glass Shop 609-22d 469
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Paso Robles Hot Surphur Springs 840-11th 619
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From Atascadero Exchange only
(No Inter-City Charge)
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Peasley E J r 503-30th 1338-R
Peck Katherine G r 1845 Spring 731
Pedersen Marie r 3210 Pine 715-R
Pehrson Edgar E r 34-F-3
Pelton R D grain 1225 Riverside Av 214
Pelton R D r 117-17th 618
Pemberton F & Wm contr 3025 Vine 1064-M
Pemberton Henry C r 1430-R
Pemberton Wm r 435 Vine 466-M
Penney J C Co 1244 Park 260
Peoples Jas r 35-F-5
Perez Matt r 2205 Vine 1093-W
Perrien Helen r 544-12th 481-W
Perrine M B r 526-32d 1309-W
Perry Irvin r 1430-W
Perry R T r 22-F-12
Pesenti Maria Mrs r 36-F-3
Peters Arthur A r 1501 Vine 108
Peters D J PSO R Farm Supply Center
1144 Railroad 230
Peters Don J r 1421Pine 1427
Peters E E r 2026 Vine 511-J
Peterson Allen R r 1546 Vine 1165-J
Peterson H G r Peachey Canyon 6-J-1
Peterson Hazel Dr Dunlap Hazel Peterson optmrst
1221Park .. 236
Petroleum Service Co Snta Maria
(Toll) Call "Operator" for ..... Santa Maria 1700
Petroline Air Survey Estrella Air Base 27-F-2
Peyser Gladys r 2238 Olive 1144-M
Philbrick Gene r 1435 Vine 387-J
Philbrick Orben r 1917 Oak 699
Phillips Edna S Mrs r 1736 Vine 631-W
Phillips Ray O r 835-19th 1403-M
Phillips W L r 118 Capitol Hill Dr 953-R
Phippen J A Mrs r 7-F-11
Photographers The 1225 Spring 284-M
Pierce Beatrice Mrs r 517-17th 559-W
Pierce Frank J r 211 Spring 630-M
Pierce Jas A Jr r N River Rd 8-J-2
Pierce Kem D Mrs r 227-12th 1021
Pifer Winifred r 1330 Olive 291-J
Pine Hugh W r 1401 Pine 62
Pioneer Garage 1246 Spring 169-W
If no answer call 250-W
Pip Drive In 1020 Spring 80
Plains The 1226 Pine 86
Poe Lenord E Dr Poe&Poe Drs 303-16th 223
Residence 303-16th 114
Poe & Poe Drs 303-16th 223
Pokorney Wm L r South Hwy 378
Pool Iva Mrs r 3228 Pine 1118-W
Press Advertiser Co 1212 Pine 802
Price C Dale r 421-9th 1120
Price S W r 1130 W City Limits 1182-W
Price W W r 1304 Sherwood Rd 925-M
Pritchett L C r 1315 Oak 1055-J
Pruess R F Mrs r 2204 Park 768-J
Pryor Lester O r 3122 Pine 698-W
Puetz Thelma K r 33-F-11
Pumphrey C E gen contr 1221Park 740
Pumphrey C E r 1446 Park 740
Putnam C C r 1619 Olive 1199-R

Q

Quain Allen Mrs r 836 Park 325-W
Quenzer Albert H r 14-F-21
Quenzer Elizabeth r 92 Fresno 453-R
Quenzer Fred r 1921 Spring 437-R
Quenzer Geo r 14-F-6
Quillen Katharine r 606-13th 419-J

R

Racine Annie F r Adelaide Rd 455-M
Radeker Wm A r 107½ Capitol Hill 1454-J
Radloff Walter r 411-16th 56-W
Ragsdale F F phys & surg 1110 Vine 24
Residence 925 Olive 600
Rahn Ben Rev r 736-24th 1036-J
Railway Express Agency 1332 Spring 68
Rainey Joe r 10-F-12
Rainey Joe r 406 Vine 1327-W
Rainey R W r Mountain Springs Rd 370-M
Raitt J A Mrs r 130-17th 371
Rakowski Geo r 1435 Vine 458-J
Ralston-Purina Co 531 Bonita 1517-W
Ramage B F r 8-F-4
Ramage B F Mrs r 2048 Vine 468-J
Ramage H T r Adelaide 8-F-16
Ramage Helen Mrs r 103 Capitol Hill 1177-R
Ramage Stanley r Adelaide 8-F-6
Rancho Alta Vista 1508-W
Rasmussen Laura r 2028 Oak 297
Rauch's Cabinet & Upholstery Shop 821-21st 966
Ray Jack D r 15-12th 1319-W
Ray Robt H Co 837-12th 1310
Reed C O r 14-F-2
Reed E C r Adelaide Rd 9-F-14
Reed F W r 12-F-5
Reedy J E Dr vetnrian 834-19th 546
Regier Elmer r 20-R-3
Reich O R r 1746 Park 1411-M
Reid F A r 120 Capitol Dr 184-M
Reid F A Oil Investments 1105 Spring 1447
Reid W I r 1803 Pine 392
Reif Henry G r 716-W
Reinert H J Jackson&Reinert plt&ofc N River Rd 66
Reinke Paul A autos 1130 Pine 659
Residence 1731 Filbert 373
Renke A D r 1929 Vine 393-J
Reno Social Club 1240 Pine 640
Requa Earle M r 1735 Park 558-M
Ressler Paul G r 9-J-1
Reynolds Carmon I r 3207 Pine 717-R

Reynolds Chas r 20-F-22
Reynolds T C Jr r 504 Oak 413-J
Reynolds Thos C r 28-F-4
Reynolds Tom r 3040 Spring 1326-W
Rhea John C r 20-F-12
Rhodes Lane r 3-F-13
Rhyne W M r 1425 Chestnut 175
Rhyne Walter r 14-F-22
Rice W W r 905 Spring 1455-W
Richetti John C r S Riverside Av 994-J
Richfield Oil Corp plant 6th&Pine 418
Rideout Floyd r 2927 Pine 834-W
Riedeman Charlotta r 1902 Vine 623
Riedeman H W r 2626 Spring 1198-M
Riffel's Radio Service 1535 Oak 347
Riley Herbert L r 27-F-14
Riley Wm M r 19-F-5
Ritchie John C r 101 Capitol Hill Dr 1454-W
Riverside Used Parts 1545 Riverside Av 1132-W
Roach C L Windmill&Pump Repair Serv
515 Spring 413-W
Roberts Bertha r Shandon 30-F-31
Robertson Buck r 2349 Spring 836-J
Robinson L V r 420-11th 1525
Robrecht Glen E r. 523-5th 649-J
Rockwell L L r 36-F-22
Rodni Jas C r 12-F-3
Roeder Jack r Adelaide Rd 9-F-23
Rogers C M r 3-F-11
Rogers Lyle r 1605 Riverside Av 267-W
Rolfs Motel 416 Spring 552
Ronconi Mary r 628 Oak 1059-M
Rooker Clifford r 3439 Spring 429-J
Root Geo r 310-15th 416-J
Root Glen S r 135-18th 1159-M
Roquerre Don D r 1621 Park 795-J
Rose E D r 3309 Pine 1067-W
Ross L D r 2021 Spring 734-J
Rougeot Frank r 3441 Spring 1514-W
Rougeot Richard r 618-7th 1087-J
Round Up 849-13th 1180
Rowe Cecile Dutra r 506-10th 668
Rowe D K Jr r 422-11th 314-M
Rowe Peter D r Oak Flat 3-R-1
Rowe Service Equipment & Supply 136-12th 583
Rude John r 1413 Riverside 550
Rude L G r 1135-13th 178
Runitz Frank r El Pomar 34-F-5
Russell Frank D r 1020 Pine 396
Russell Geo W r S Hwy 440-R
Russell Jos H r Shandon 26-F-21
Russell June r 404-8th 988-R
Ryan Mary A Mrs r Creston 3-F-12

S

Sabo A r 3315 Pine 759-M
Sage Wm V r 1021 Chestnut 420-W
St Moritz Beauty Studio 614-13th 312
Sally's Beauty Salon 1111 Spring 87
Salomon Norman r I X L Hotel 1018-W
Samp Ray r 19-F-2
Sample Bud Brake Service 721 Spring 148-W
Sample H C r 229-15th 610-W
Sanchez Martin r 1813 Riverside Av 267-J
Sanders Mattie Mae r 3203 Pine 741-J
Sandquist J E r 2841 Spring 334-W
Sands Ida M r 721 Vine 988-M
San Luis Obispo Co Bldg Contractors Assn
3045 Park 1311
San Luis Obispo County of
Agricultural Commissioner's Office Riverside 97-R
County Road Dept Riverside Av 97-W
Deputy Sheriff 622 Olive 1137-R
Health Dept 830-10th 547
Housing Authority 3201Pine 749
Justice of Peace 830-10th 285
San Luis Obispo Telegram & Tribune Agcy
1523 Pine 1187
Sauret Albert r 29-F-14
Sauret Clarence r Oak Flat 3-R-2
Sauret Ed r 517 Bonita Av 176-R
Sauret Katherine E r Oak Flat 3-J-1
Sauret Nellie r 1638 Riverside Av 295-R
Schinbine Elsie Mrs r 704 Vine 377-M
Schlegel Howard r 2120 Olive 1082-R
Schleicher Tillie M r Fresno Av 453-W
Schlobin John r 1019 Chestnut 914-W
Schmidt B I r 630-19th 381-W
Schmidt T W r El Pomar 4-F-4
Schmidt Wm F auto dlrs 1628 Spring 1090
Schmidt Wm F r 1510Park 905
Schraner Berta r El Pomar 34-F-13
Schraner Elise St Moritz Beauty Studio 614-13th 312
Schroder Jim r 1-F-5
Schroeder E H r N River Rd 8-R-1
Schultz David D r 11-F-23
Schwandt E P r 1530Vine 306-W
Scott H S r 1920 Oak 279
Scott Ross r 28-F-2
Scow Jim MD
Office 717-12th 791
Laboratory 717-12th 859
Residence 3104 Pine 660
Searby Howard r 3012 Spring 1119-J
Sears Roebuck & Co 715-12th 495
Seaside Service 14th&Spring 38
Senechal J F Mrs r 429 Oak 377-R
Service Garage 917-12th 35-R
Seuss F J r 2810 Pine 1419-W
Shackelford K L r 3222 Pine 1237-M
Shandon Beauty Shop Shandon 30-F-13
Shandon Elementary School Shandon 31-F-22
Shandon Garage Shandon 30-F-3
Shandon High School Shandon 31-F-21
Shannon E F Bill r 16-F-12
Shannon Richard H r 20-R-2
Shannon's Photo Service 1223 Riverside Av 536
Shaw Ralph r Shandon 33-F-14
Shaw Robt D r Shandon 30-F-5
Shell Oil Co Inc
Plant Ofc Riverside Av 375
Exploration Dept 4th & Spring 107
Shell Service Station 16th&Spring 83
Shell Service Station 1145Spring 479
Shelvock Thelma r 2233 Olive 448-J
Shetler J S r 1646 Spring 960
Shetler Leo M r 36-F-2
Shimmin Francis Mrs r 1444 Oak 275-W
Shipe Wm A r 13-F-3
Shockley E B r 1705 Oak 166-M
Shomo Mary Mrs r 529-14th 515
Shreve Florence r 1025-17th 1063-R
Sigler John H r 2020 Oak 911-R
Signal Oil Co distr 1446 Spring 176-W
Signal Oil Co serv stn 903 Spring 302
Siler Wm N r 27-F-13
Simmons A J plumbng 1221 Olive 625-W
Simmons C M r 125 Capitol Hill Dr 1513-W
Sinclair C E r 920-16th 471-J
Sinclair Kenneth E r 5-F-21
Singleton Virginia A MD 1221 Park 1435
If no answer call 1444
If no answer (Toll) call
Long Distance for ..... Sn Luis Obispo 3135
Sipe Harold M r 318-4th 1163-M
Sivers Geo J Farmhouse Motr Hotel 425 Spring 933
Sixteenth Dist Fair Ofc Gregory & Victoria 950
Slate Almond Co AdelaideRd 218-W
Slate Frank P r AdelaideRd 218-R
Slate L L r 514Beverly 586-J
Slayton Chas J r 2-F-14
Slayton Edgar H r 32-F-21
Smalling J W r 1620 Olive 346
Smart L E r 1403Park 967-M
Smart Sam Texas Co The 610 Pine 475-W
Smart Sam r 2135 Olive 475-R
Smiley Alfred J r 2012 Vine 694-M
Smiley Josephine M r 2240 Oak 472-W
Smiley Raymond C r 605-20th 125-J
Smith C S sporting gds 1225Park 40-W
Smith Carrie E Mrs r Shandon Rd 29-F-11
Smith Clark M r 1629Vine 18
Smith Donald r 2012 Park 1198-J
Smith Donald Wm r Creston 6-F-22
Smith E Leroy r Kiler Canyon Rd 1-J-3
Smith E N r 2544 Riverside Av 217-R

Smith Ed r Shandon....26-F-2
Smith Esther Artistic Beauty Shop 517-13th....1011
Smith H E r 1315 Vine....1321-J
Smith La Rue r 1627 Pine....1051
Smith Lulu N Mrs r 720 Park....1166-J
Smith Lydia Mrs r 1105Chestnut....1109-J
Smith O F r....16-F-14
Smith Oren B r 1730 Park....755-J
Smith Phoebe r 1615 Riverside Av....1063-W
Smith Roy M r 510-9th....1246-J
Smith Travis r 538 Oak....560
Smith Wilfred E r 523-15th....354-W
Smith Wm S r 804 Vine....974-J
Smith's Drive-In Market 2105 Spring....313
Smoot Robt M r Estrella Air Base....27-F-2
Snyder Paul R r 730 Cherry....898-W
Sobey G L phy & surg 1104 Vine....55-W
  Residence 507-18th....55-R
Sobey Gifford L Jr ins 705-12th....28
Sonne Lorine Mrs r Creston....3-F-22
Sorgeson Lottie M r 2910 Pine....834-R
Southern Counties Gas Co 823-13th....500
  Night Call....112
    If no answer call....1091-J
Southern Pac Co depot 8th&Railroad....2
Southern Pacific Milling Co
  Office Pine....433
  Warehouse No 1 Riverside Av....9
Southward Motel 3231 Spring....554
Sparling Richard H P T & T Co 721-14th....900
Spaulding Lyman r Whitley Gardens....29-F-5
Speck Glen W r 1045 Chestnut....1129-W
Speck Harvey r 534-32nd....292-M
Speer Curtis M r 1849 Vine....920-J
Spencer Frank C r 725 Vine....311-J
Spencer Harry W r 2035 Park....1302-M
Spencer LaMar r 1015-26th....1096-J
Spencer Max M r 321-16th....1199-J
Sprague C M r 1410D Park....838-W
Spring Ranch Shandon....1-F-13
Sprouse J L Mrs r 2120 Spring....558-R
Squire G W r 1428 Olive....480-W
Squire Loron D r 1420 Olive....1321-R
Squire's Men's Wear 745-12th....151-W
Stallter Norma 3221 Spring....452-W
Standard Oil Co of Calif
  Marketing Dept 26th....852
  Geological Dept 731-12th....1538
Standard Pipe Line Co
  Shandon Pump Station....26-F-22
Standard Stations Inc
  No 750 1745 Spring....589
  No 280 12th & Spring....507
Stander J W r 1607 Riverside Av....1316
State Farm Mutual Insurance Co's 204-17th....678
Steaffens John A Texaco Serv Sta 1405 Spring....910
Steaffens John A r 1546 Park....300
Steele Harvey r....7-F-23
Steiner Bernice Mrs r 1904Park....1085-J
Steinle Fred U r 605-3d....737-J
Steinle Harriet A r 60 Ridgeview Dr....1506-M
Stephan George E exectv dir Hseing Authority
  City of Paso Robles 3201 Pine....749
Steppie Dorothy L r 1801 Park....516-R
Sterling Mabel H Mrs r 1546 Olive....288-J
Stevens Studio 1232 Olive....1121
Stewart Florence r 528-18th....561-J
Stewart Irvin r 2130 Vine....1093-J
Stewart John A r 2102Riverside....105-M
Stiles L L r....26-F-31
Still Clarence r....15-F-21
Still Ernest r Annette....15-F-4
Still H H Sr r 503Beverly....1119-R
Stinchfield L M r 1843 Locust....253-W
Stinchfield's Garage 1348Railroad....1535
Stock C B r 1249-11th....783-M
Stockalper Frank r CayucosRd....16-F-5
Stockdale C r....10-F-11
Stockdale Ray r 215 Oak....899-W
Stockdale Will r....10-F-3
Stoddard C P r 525-13th....109-J
Stoddart A B r N River Rd....7-J-1
Stokke Edwin r 3303 Pine....1067-R
Stoltenberg Geo E r 428-19th....215-J
Stoltenberg Geo L r 327-13th....628-R
Stovall Gwen F r 1229 Park....1167-J
Stowe Independent Oil Co 6th & Spring....758
Strahan L R Dr 1108 Vine....327
  Residence 2507 Vine....213
Straw Wm E r 321-15th....276-M
Stringer S E Mrs r 1935Park....1128-W
Strout Realty Co 521 Spring....461-W
Stubblefield Lige r 1219 Gregory....982-J
Stufflebeem R J r 621-30th....356-J
Stults Genie Hillman r Estrella....13-F-4
Sturgeon Geo H r 1529 Oak....306-J
Sturgeon Vernon L r 2129Vine....1098-M
Sundahl Ray L r 1532 Vine....1165-W
Superior Oil Co The 405-9th....1323
Sutherland Howard F r....3-F-6
Sutton A C Miss r 1520 Oak....948-J
Sutton H C grain dlr 1227 Pine....379
Sutton H C r....8-F-14
Sykes W T r 405-14th....200

T

T & D Jr Theatre 12th....328
Talbert R E r 530Maple....374-M
Tallman R Mrs r 320-12th....179-J
Tarbet L A r 4 Forington Av....985-M
Tate Henry W r S Highway....12-F-2
Tavernetti Dorothy F r....28-F-23
Taylor Carl r 320-14th....624-R
Taylor Chet r 1535 Olive....412
Taylor Clyde r 608-12th....1147-W
Taylor F E r 3440 Spring....634-W
Taylor Hotel 1308 Spring....158
Taylor Luella r 1434 Pine....272
Taylor P E r 1415 Vine....357-W
Taylor Rosanna Mrs r 332-14th....100-M
Taylor Sibyl Mrs r 422-17th....1095-J
Teeters H L r 609-18th....118-R
Telephone Company see Pac Telephone & Telegraph Co The
Terrill Arthur N r 2029 Oak....468-R
Terrill N M r 1430 Park....578-W
Terris Jas r 1404 Park....838-J
Testerman C Mard Mrs r 1229 Park....971-W
Testerman Chester C r 246-16th....1336
Testerman Mary Mrs r 1140 Pine....308
Texaco Service 10th&Spring....391
Texaco Service Station 1405 Spring....910
Texas Co The
  Sales Dept 610 Pine....475-W
  Geological Dept Bk of Amer Bldg....1207
  Geophysical Party No 26 837-12th....1539
Tex's Barber Shop 1210 Park....84
Thomas A D r Creston Rd....216-W
Thomas Howard J r....2-F-22
Thomas J Roy r 1411 Pine....656
Thomas Omer r MountainSprings....23-F-3
Thomas W H r 419-15th....1331
Thompson Herbert r Kiler Canyon....1-R-3
Thompson J W Bill r 1018 Olive....246-W
Thompson Manly W D r 229-18th....431-W
Thompson's Auto Court 3747 Spring....1516-W
Thorndyke M E r 1427 Pine....578-M
Thornton Jas E r 1936 Vine....646-W
Thorpe Donald E r 230-16th....1446-J
Thralls E W r 311-12th....692
Thuriby A Nye r 503-13th....594
Tide Water Associated Oil Co 26th....911-W
Tidrow J C r S River Rd....595-J
Tidrow Walter O r....20-F-3
Tingley C A r 1005 Chestnut....420-R
Tjaldeen Peter r 104-17th....837-J
Toevs Gus r 530-9th....154-W
Toevs Otto r 1705 Park....1302-R
Tolle S A Mrs r 1802 Park....969-J
Toole C F r 114-17th....1143-W
Torres Ida C r 1616 Pine....643
Tots & Teens 1347 Park....310
Towe E C Mrs r 3308Pine....943-R
Tower Motor Lodge 3111 Spring....446-W
Trager Walter Justice of Peace 830-10th....285
Trager Walter r Mountain Springs Rd....17-F-3
Trailer Village 3341 Spring....329

Travelodge 2701 Spring....304
Triguero Pete r....20-F-4
Tripke Harriett R r 625½-7th....1452-W
True Charlie r ShandonHwy....13-F-21
Truesdale Geo B r....1-F-21
Truesdale Willis r 51Ridgeview....797-W
Trussler Chas A r Lomita Linde....174-J
Trussler's Furniture Store 1303 Park....126
Tucker Alvin C r 754-26th....1253-W
Tucker Cal r 730Pine....476-M
Tucker Eldon r Shandon....30-F-6
Tucker Emily D r 1844 Vine....215-W
Tucker S H r 2917 Pine....1307-J
Tucker S S r 2035 Vine....681
Tufte J E r 19-12th....1178-R
Tuley C Ward r....27-F-5
Tuley Mary Beth r 402-8th....744-R
Tuley Merle r 740 Park....1166-R
Tuley W Ray r 227-16th....1532-J
Tunison Basil A ofc 611-26th....92
Turner Paul L Pontiac dlrs
  New Cars Dept 1020 Park....1000
  Used Car Dept 546 Spring....1001
  Residence 59 Ridgeview Dr....636
Twisselmann Chris r....15-F-3
Twisselmann Theodore F r....15-F-33

U

Uchytil Mary C r 2118 Vine....694-W
Union Oil Company of Calif
  Northern Division Pipelines
    Shandon Pump Station Shandon....26-F-3
  Sales Division
    Paso Robles Office 26th....658
  Service Sta No 347 10th & Spring....1531
United Geophysical Co Inc 1308 Spring....1502
U S Government
  Dept of Commerce
    CAA Airway Communications Station
      Sherwood Field....670
  Post Office 604-12th....96
Uptown Drive-In 1514 Spring....474

V

Vaca Pat Mrs r 1248-21st....599
Valley Cafe Shandon....26-F-5
Valley Grill 1231 Spring....384
Van Blargan Frances r 1519 Riverside Av....986-R
Van den Burg H L Rev r Shandon....31-F-4
Vanderburgh Thora r 1030 Riverside Av....648-R
Van der Linden Anna F r 1916 Park....502
Van Dinter Evah C Mrs r 1629 Spring....897-W
Van Horn Emily r 3111 Park....928-J
Van Horn Otto B rltr 612-12th....1414
  Residence Oak Flat Rd....4-J-1
Vanity Box 1336 Spring....221
Van Order Lester r Mountain Springs Rd....998-J
Vapor Cleaning Works 1344Pine....315
Vasquez Bob r 745 Park....584-W
Vaughan Jeanette r 220-12th....494-R
Vega Lyle r 2550 Riverside Av....499-J
Venetian Blind Service 38th&Spring....707
Venturini Emidio r El Pomar....34-F-2
Verity Kenneth B r....35-F-13
Vestnys Bert H r....29-F-13
Vilen Frank r 334 Pacific Av....1149-W
Vogue The 1233 Park....70
Vorrath Henry r 843 Vine....509
Vreeland Richard S Mrs Sn Miguel
  (Toll) call "Operator" for....Sn Miguel 86-F-4

W

Wachs Arthur r El Pomar....4-F-21
Wachs Sidney F r Creston Rd....7-F-4
Wack Richard P r Adelaide Rd....9-F-13
Waer T O r W 19th....227
Wahlace Peter r 621 Oak....164
Wakeman Clarence r....9-F-2
Walker Earl T Dr chirprctr 1947 Spring....754
  Residence 636-20th....734-W
Walker Eleanor r 396½-17th....250-J
Walker Ralph M r....6-F-14
Walker S H r 430-15th....540-J
Wallace Elizabeth Mrs r 1924 Spring....192-J
Wallace Elma C Mrs r 411-14th....775-M
Walton Myrtle r 410-14th....387-R
Ward Fred r 724-14th....711-W
Ward Kenneth r 1610Park....969-R
Warden Wanda r 1803 Spring....738-J
Warner E A r 413-12th....1511
Warren Dora L r 208-19th....253-J
Watkins G G r N Riverroad....926-W
Watson Verna Mrs r....32-F-5
Waymire Naomi Mrs r 1027-21st....982-M
Weaver Carl H r....2-F-13
Weaver Percy r....2-F-3
Webber Joe r....16-F-22
Webber O H r 273Pacific....1149-M
Weber Leona r 304-19th....1183-J
Webster Alex lwyr 1433 Oak....41-W
Wehr Edw r 100 Fresno....1178-J
Weideman E Mrs r 1940 Park....348
Welch Jas A r 6 Forington Av....953-M
Welty Barbara r 1410 B Park....672-W
Werbel Ernest W MD 1221 Park....1435
  If no answer call....1444
  If no answer (Toll) call
    Long Distance for....Sn Luis Obispo 3135
Werling Dewey r 417-24th....1161-J
Werner Harry E r Oak Flat Rd....10-F-4
Wescott Ralph M r Creston....3-F-2
West Chauncey W acct 901-12th....868
West Chauncey W r 1039Chestnut....962-W
West J Paul r 3009 Pine....698-R
West Kenneth Constbl 514-38th....202-W
West Lawrence B r 139-12th....436-J
West Richard denti technen Bank of America Bldg....49
  Residence 520 Bonita Av....748-W
Western Auto Supply Co 1420 Park....596
Western Cabinet Works 1000 Park....289
Western Geophysical Co 837-12th....886
Western Union Telegraph Co 1208 Spring....131
  To send a telegram or cablegram call....Western Union
Wetzel F G Mrs r 1720 Filbert....59
Weyman Walter r Oak Flat....2-R-3
Wheeler C H r 2230 Spring....147-R
Whipple Amy B RN r 1306 Sherwood Rd....925-J
Whitaker Fred W State Farm Mutual Ins Co's
  204-17th 678
White Ed r Oak Flat....3-R-3
White Geo A Sr r Shandon....1-F-11
White Geo S r Shandon....1-F-12
White John r 343½ Spring....1189-M
White Marion D r Shandon....1-F-3
White P G r 1940 Spring....1097-W
White Ranch Co Shandon....1-F-3
White Richard M r Shandon....31-F-11
White Spot Cafe 1524 Spring....517-W
Whitener D B Mrs r 421-19th....564-M
Wicks Frank S r....32-F-11
Wiebe Adolph r 1331 Olive....100-J
Wiebe Gus r....16-F-31
Wiebe H A r....22-F-11
Wiebe Rudolph r Adelaide....8-F-21
Wieser Hubert B r 2821 Pine....1037-J
Wiest G Ellis r....4-F-12
Wilcox Lou General Electric Appliances 823-12th....1507
Wilcox Lou r 2801 Vine....1092-J
Wildman J M J M Wildman Inc 1139-13th....254
  Residence....8-F-13
Wildman J M Inc
  Office 1139-13th....254
  Parts Dept 1139-13th....99-W
Wilhelms Chas C r 3155 Vine....1338-W
Wilkinson J r 1426Pine....1138-J
Wilkinson Saml W r 1840 Vine....263-J
Willard E L r 428-16th....1025
Willard Elloyd r 1704 Vine....629-J
Willard Music Co 1245 Spring....1089
Williams Geo N r Shandon Rd....21-F-3
Williams R J r 625-14th....21
Williams W E r 829-14th....578-R
Willow Creek Ranch Willow Creek....11-F-11
Willow Springs Dairy 138-17th....1303
Wilmar A H Dr r 1905 Spring....63
Wilmar E V r 2000 Spring....1188-M

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Wilshusen J S Jr r 135-16th....587-J
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PISMO BEACH

J. E. Gooding, Manager

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Pismo Beach

A & B Electric Appliance Co 1200 Price....105-J
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SAN SIMEON

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SANTA MARGARITA

J. E. Gooding, Manager

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(For Subscribers see Paso Robles)

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(For Subscribers see Pismo Beach)

TEMPLETON

J. E. Gooding, Manager

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If no answer call
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U. S. LIGHTHOUSE STATION

(For Subscribers see Cambria)

WILLOW SPRINGS MAINTENANCE CAMP

Calif. Div. of Highways, Agent — Call Long Distance

FOUR THOUGHTFUL ITEMS OF TELEPHONE PROCEDURE

1. Please answer promptly.
2. Please be on the line when the party you want answers.
3. Please speak distinctly and slowly, with the lips just clearing the transmitter.
4. Please replace the receiver gently when through talking.

THE PACIFIC TELEPHONE AND TELEGRAPH CO.

They're doing a fine job at these busy boards

Here's one of the busiest spots in town... your local central office. It's handling so many calls these days that now and then you may have to wait for an operator to answer.

Until more equipment is installed to take care of the increasing load, please remember that your operator...and all operators...are doing their level best to give you the fastest possible service. Thank you.

Says Col. Yancy

"Down our way we declare that folks who share party lines are neighbors... same as though they lived on the next plantation. And when they all follow these easy pointers... why, suh, using a party-line is smoother than a thoroughbred's gait."

Easy party-line pointers

Space your calls instead of making a whole series of them...and talk only as long as necessary.

If yours is an emergency call and the line is in use, explain the circumstances to the person using the line.

If you are calling from a dial telephone, always make certain the line is clear before you dial.

When the children use the telephone, ask them to be considerate, too.

Replace the receiver properly when you finish your call.

Thank you!

Tree a fright

Thinking right

Pretty sight

Need help from a tree service expert? Find one fast in the Yellow Pages of your telephone book.

Use the Classified Directory often. Saves time in finding almost everyone in town who fixes things, sells things, does things.

You'll find it fast in the YELLOW PAGES

OUT-OF-TOWN CALLS

STATION CALLS
—When you will talk with anyone who answers at an individual line or party-line telephone or private switchboard.

STATION CALLS are placed by calling Long Distance or dialing Operator and telling the operator who answers the ctiy or town you want, the out-of-town telephone number, if you hove it, or the name and address under which it is listed.

PERSON CALLS
—When you want to reach a particular person, or a particular extension telephone or department connected through a private switchboard.

PERSON CALLS are placed by calling Long Distance or dialing Operator and telling the Operator who answers the city or town, the out-of-town telephone number, if you have it, or the name and address under which it is listed, and the name of the person, the extension telephone number or department you want.

COLLECT CALLS
Upon request, the charges on calls to most points within the Continental United States, Alaska, Canada, and to certain overseas points, may be collected at the called station.

Some Rates to Out-of-Town Points

NIGHT AND SUNDAY RATES APPLY FROM 6 P. M. TO 4:30 A. M. AND ALL DAY SUNDAY

RATES ARE FOR 3 MINUTES. Federal Tax is not included in the Rates.

Rates shown below are those in effect at the time this directory was closed for printing and are subject to such changes as may be made from time to time.

From ATASCADERO to:	Station		Person	
	WEEK-DAYS	NIGHTS AND SUNDAY	WEEK-DAYS	NIGHTS AND SUNDAY
Arroyo Grande, Calif.	$ .25	$ .25	$ .40	$ .40
Bakersfield, Calif.	.60	.50	.85	.75
Bradley, Calif.	.25	.25	.40	.40
Cambria, Calif.	.25	.25	.40	.40
Cayucos, Calif.	.15	.15	.30	.30
Fresno, Calif.	.65	.50	.90	.75
Hanford, Calif.	.60	.50	.85	.75
Hollister, Calif.	.70	.55	1.00	.85
King City, Calif.	.45	.35	.65	.55
Lompoc, Calif.	.45	.35	.65	.55
Los Alamos, Calif.	.45	.35	.65	.55
Los Angeles, Calif.	.85	.70	1.20	1.05
Merced, Calif.	.75	.60	1.05	.90
Modesto, Calif.	.80	.65	1.10	.95
Monterey, Calif.	.70	.55	1.00	.85
Morro Bay, Calif.	.15	.15	.30	.30
Nipomo, Calif.	.30	.30	.45	.45
Oakland, Calif.	.90	.70	1.25	1.05
Oxnard, Calif.	.75	.60	1.05	.90
Palo Alto, Calif.	.85	.70	1.20	1.05
Pasadena, Calif.	.85	.70	1.20	1.05
Paso Robles, Calif.	.10	.10	.25	.25
Pismo Beach, Calif.	.25	.25	.40	.40
Porterville, Calif.	.70	.55	1.00	.85
Sacramento, Calif.	.95	.75	1.35	1.15
Salinas, Calif.	.65	.50	.90	.75
San Diego, Calif.	1.10	.90	1.55	1.35
San Francisco, Calif.	.90	.70	1.25	1.05
San Jose, Calif.	.80	.65	1.10	.95
San Luis Obispo, Calif.	.15	.15	.30	.30
San Mateo, Calif.	.90	.70	1.25	1.05
Santa Barbara, Calif.	.65	.50	.90	.75
Santa Cruz, Calif.	.80	.65	1.10	.95
Santa Margarita, Calif.	.10	.10	.25	.25
Santa Maria, Calif.	.30	.30	.45	.45
Santa Rosa, Calif.	1.00	.80	1.40	1.20
Santa Ynez, Calif.	.50	.40	.70	.60
Selma, Calif.	.60	.50	.85	.75
Stockton, Calif.	.85	.70	1.20	1.05
Templeton, Calif.	.05	.05	Not Quoted	
Ventura, Calif.	.70	.55	1.00	.85
Visalia, Calif.	.65	.50	.90	.75
Watsonville, Calif.	.75	.60	1.05	.90

From ARROYO GRANDE to:	Station		Person	
	WEEK-DAYS	NIGHTS AND SUNDAY	WEEK-DAYS	NIGHTS AND SUNDAY
Atascadero, Calif.	$ .25	$ .25	$ .40	$ .40
Bakersfield, Calif.	.65	.50	.90	.75
Bradley, Calif.	.40	.35	.55	.50
Cambria, Calif.	.35	.35	.50	.50
Cayucos, Calif.	.25	.25	.40	.40
Fresno, Calif.	.70	.55	1.00	.85
Hanford, Calif.	.65	.50	.90	.75
Hollister, Calif.	.75	.60	1.05	.90
King City, Calif.	.55	.45	.75	.65
Lompoc, Calif.	.30	.30	.45	.45
Los Alamos, Calif.	.25	.25	.40	.40
Los Angeles, Calif.	.85	.70	1.20	1.05
Merced, Calif.	.80	.65	1.10	.95
Modesto, Calif.	.85	.70	1.20	1.05
Monterey, Calif.	.75	.60	1.05	.90
Morro Bay, Calif.	.20	.20	.35	.35
Nipomo, Calif.	.10	.10	.25	.25
Oakland, Calif.	.95	.75	1.35	1.15
Oxnard, Calif.	.70	.55	1.00	.85
Palo Alto, Calif.	.90	.70	1.25	1.05
Pasadena, Calif.	.85	.70	1.20	1.05
Paso Robles, Calif.	.30	.30	.45	.45
Pismo Beach, Calif.	.05	.05	Not Quoted	
Porterville, Calif.	.70	.55	1.00	.85
Sacramento, Calif.	1.00	.80	1.40	1.20
Salinas, Calif.	.75	.60	1.05	.90
San Diego, Calif.	1.05	.85	1.45	1.25
San Francisco, Calif.	.95	.75	1.35	1.15
San Jose, Calif.	.85	.70	1.20	1.05
San Luis Obispo, Calif.	.10	.10	.25	.25
San Mateo, Calif.	.90	.70	1.25	1.05
Santa Barbara, Calif.	.55	.45	.75	.65
Santa Cruz, Calif.	.80	.65	1.10	.95
Santa Margarita, Calif	.15	.15	.30	.30
Santa Maria, Calif.	.15	.15	.30	.30
Santa Rosa, Calif.	1.05	.85	1.45	1.25
Santa Ynez, Calif.	.35	.35	.50	.50
Selma, Calif.	.70	.55	1.00	.85
Stockton, Calif.	.90	.70	1.25	1.05
Templeton, Calif.	.25	.25	.40	.40
Ventura, Calif.	.65	.50	.90	.75
Visalia, Calif.	.70	.55	1.00	.85
Watsonville, Calif.	.80	.65	1.10	.95

See also Inside Front Cover for rates from SAN LUIS OBISPO and PASO ROBLES.

THE PACIFIC TELEPHONE & TELEGRAPH CO.
BELL SYSTEM
AMERICAN TELEPHONE & TELEGRAPH CO.

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MICROCOPY RESOLUTION TEST CHART
NATIONAL BUREAU OF STANDARDS
STANDARD REFERENCE MATERIAL 1010a
(ANSI and ISO TEST CHART No. 2)

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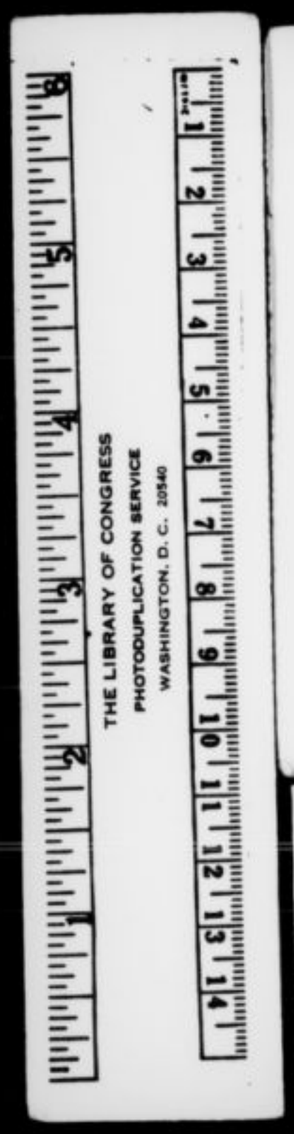
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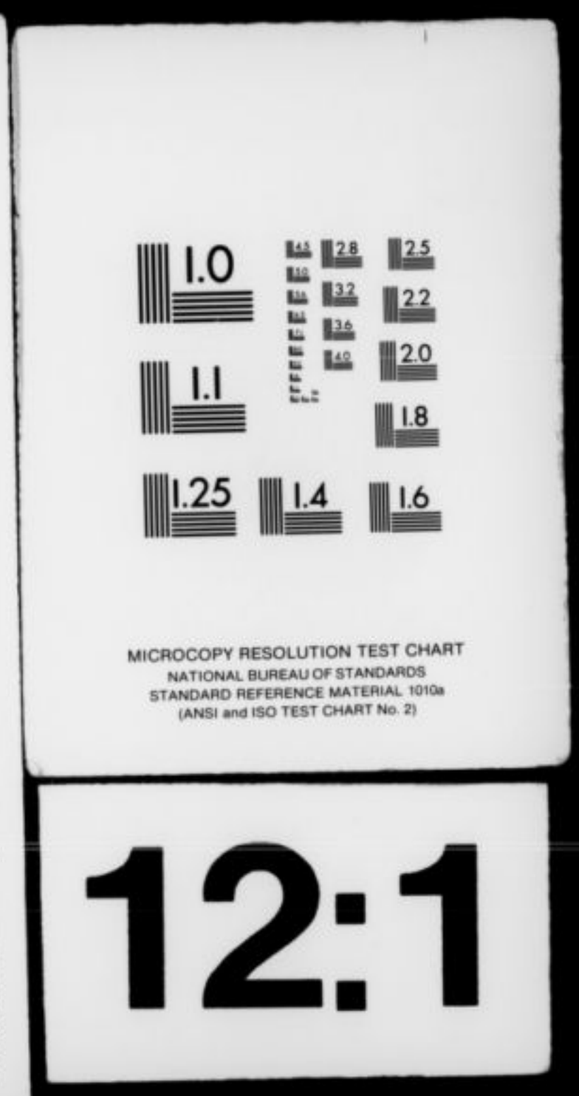
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White Pages and Yellow Pages for:

LOCALITY: SAN LUIS OBISPO COUNTY (Includes Adelaida to Templeton) February 1945

THRU

SAN LUIS OBISPO COUNTY (Includes Adelaida to Templeton) January 1949

(Note: See targets preceding White Pages and Yellow Pages for full listing of cities covered.)

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